OCTOBER 24, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TECHNOLOGY DEPT LIBRARY
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POUGHKEEPSIE'S
only a few blocks away

A TRUE TALE THAT—TO US ANYWAY—PERSONIFIES THE POWER OF WOR AND WOR-tv

Let's call her Mrs. G.—though that's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie* just about twice a year and today it occurred to me that I might drop into WOR and tell you people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR." And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE—the unique power of WOR—and now its sister station WOR-tv—to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

WOR reaches the most people where the most people are

*which is 86 miles up the Hudson from a city called New York

IN THIS ISSUE: LINNEA NELSON DISCUSSES PI's

SINCE 1946

another "Louisville"

HAS BEEN ADDED TO KENTUCKIANA* RADIO FAMILIES

1946	LOUISVILLE	137,510	588,740
	THE REST OF KENTUCKIANA	451,230	
1949	LOUISVILLE	110,700	701,870
	THE REST OF KENTUCKIANA	591,170	

a 19.2% increase

*50% or better BMB counties in Kentucky, Indiana, Tennessee and Virginia

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

FOR A WHALE of a sales job in the 2 biggest markets in the West, buy KFRC, San Francisco and KHJ, Los Angeles... Economy, Complete Coverage, 25 Years of Successful Selling—All Yours with these Key Stations of DON LEE—the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

RESIGNATION of R. C. Cosgrove as executive vice president of Avco Mfg. Corp. expected to result in assumption of full direction of company and its subsidiaries (including Crosley-WLW) by Victor Emanuel, Avco president. Policy matters believed to have resulted in Mr. Cosgrove's resignation from his better-than-$200,000-per-year job, though he continues as director and consultant and also will complete his term as RMA president, expiring next June (see early story, page 26).

BARRING unforeseen developments, FCC will (1) grant RCA's petition for two-month postponement of comparative demonstrations of rival color systems, now set for Nov. 14, and (2) probably will call off scheduled Nov. 28 trip to see Color Television Inc.'s system in San Francisco, reasoning it can see this system at time of comparative showings.

IT'S status quo on ownership and management of WMBD Peoria, Ill. [CLOSED CIRCUIT, Oct. 17]. Instead of disposing of his 49% interest to present majority stockholders, also owners of *Peoria Journal Transcript*, president and directing head, Edgar L. Bill, will continue in post he has held for 18 years. Similarly, Charles Caley, executive vice president and general manager, continues in that post. Negotiations looking toward possible reorganization reported still in progress last week.

EDDIE BRACKEN, radio and film star, offering $65,000 for KWKW Pasadena, 1430 kc, 1 kw-D. Mr. Bracken associated with Harold J. Morrow, recently with Radio Trinidad, and Douglas Jenkins, Los Angeles agency man. Southern California Broadcasting, KWKW owner, would retain call letters for KAGH Pasadena, 1300 kc 1 kw-D, recently purchased from Andrew C. Haley.

TOY PRODUCTIONS, Hollywood, spending $100,000 on six-week spot campaign to start Nov. 7 in all major markets promoting Bugs Bunny and Porky Pig singing and talking mechanical toys. Agency, Buchanan & Co., Los Angeles.

HAVING learned lesson on FCC rejection of Avco-Crosley bid for WHAS, *Louisville Courier-Journal* and *Times* principals are exploring all aspects of proposed new deal with Atlass-Wrigley-Autry syndicate [BROADCASTING, Oct. 17] before finalizing sale subject to FCC approval. Mark Ethridge, publisher of newspapers, and Gene Autry, broadcaster-artist, separately conferred with FCC Chairman Coy last week. Syndicate bid roughly equals that of Avco offer—$1,900,000 plus $80,000 annual studio rental for ten years and out-of-pocket TV expenses. H. Leslie Atlass participation would be for his family.

ANENT WHAS, it's now learned there were conversations with ABC, which wanted to ac-

(Continued on page 74)

Upcoming

Oct. 26-27: NAB Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27: D. C. Public Utilities Commission hearing on Transit Radio, Washington.
Oct. 30-Nov. 5: National Radio and TV Week.
(Other Upcomings on page 73)

Bulletins

WKLO Louisville, independent, to join ABC network effective Jan. 1, 1950. WKLO operates fulltime on 1080 kc with 5 kw daytime, 1 kw nighttime, replacing WINN Louisville as ABC outlet. WKLO is managed by Joe Eaton.

SEN. HARRY F. BYRD (D-Va.) threatened late Friday to sue Drew Pearson for libel if the ABC commentator does not "adequately correct . . . lies, insinuations and innuendoes" published in his column. Sen. Byrd charged commentator with attempting to involve him "by false statement" in tax fraud case.

3 NETWORKS, FCC SIGN GIVEAWAY STIPULATION

STIPULATION between ABC, CBS and NBC and FCC in giveaway cases signed late Friday by U. S. District Judge Simon H. Rifkind in Southern District of New York postponing hearing for temporary injunction scheduled for this Thursday until time mutually satisfactory to counsel and court.

This interpreted to mean both sides feel temporary injunction no longer necessary because FCC already has postponed operation of rules until final court test. Next step expected in case is FCC's answer to complaint, perhaps this week. Trial of issues might then follow quickly.

NARBA GROUP AGREES ON LENGTH OF TREATY

ENCOURAGING sign at NARBA treaty conference in Montreal developed Friday as judicial subcommittee representing all nations agreed that length of any treaty adopted should be five years, with status quo existing after expiration date until new pact can be adopted (see early story page 25).

Observers construed action as important in that it resolves deadlock over sovereignty rights of nations. Language of agreement points out need of avoiding interference between nations, specifies five-year effective period and then provides for status quo until new pact goes into operation.

MBS APPOINTS WAGNER

HAROLD M. WAGNER, MBS director of traffic operations, with Mutual since 1941, Friday named network's manager program operations, taking over duties performed by Jack Paige, now vice president, Inter-Mountain Network.

Business Briefly

SPOT PROJECT ● Paramount Pictures place spots in 50 major market cities start about Nov. 1 for new release "The Heiress" Agency, M. M. Fisher Agency, Chicago.

FORD TO SIGN ● Ford Dealers, through Walter Thompson, New York, to sign contr with CBS-TV for hour-long show, Tuesday p.m. featuring Kay Kyser and band.

HERTZ CONFERS ● Hertz Drivurself S tions, Chicago, General Motors unit, studyi radio with eye to first use of medium. C ferences with Campbell-Ewald, Chicago, wh has suggested AM spots nationally, to contin into November.

INSULL RESIGNS

SAMUEL INSULL Jr. has resigned as v president of Stewart-Warner Corp., Chicag to return to insurance business. Resignati effective Nov. 1, "has been accepted wi regret," president and board chairman Jam S. Knowlson said Friday. Mr. Insull direct activities of the radio and television divisi

KPHO-TV JOINS ABC-TV

KPHO-TV Phoenix, Ariz., joining ABC-T effective Nov. 17, bringing to 38 network total affiliates. Station, holding only Phoen video grant to date, is owned by Phoenix Tel vision Inc., and managed by Rex Schepp. St tion, to operate on Channel 5, also affiliate with NBC, CBS and DuMont.

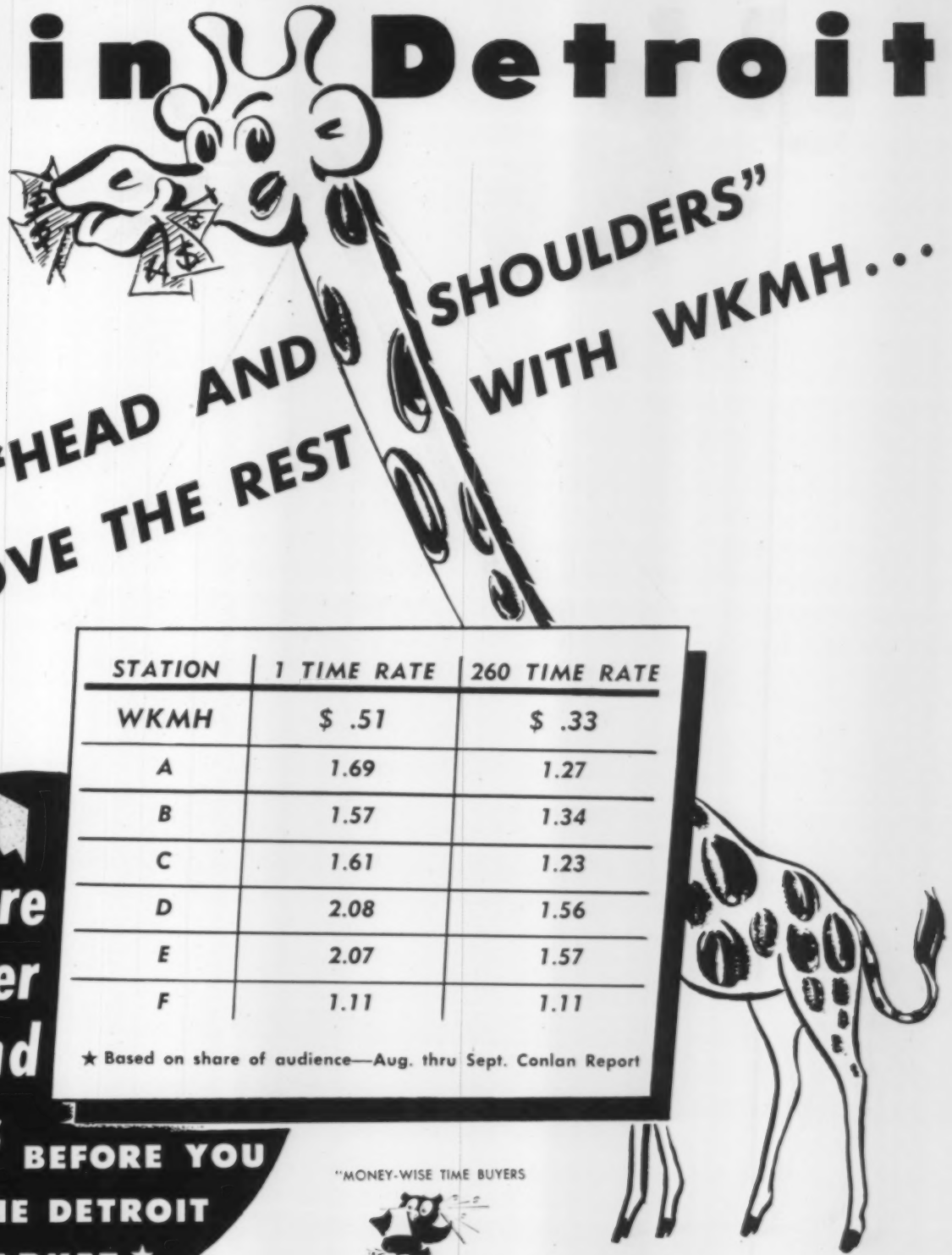
CHURCH COUNCIL FILES SUIT AGAINST CBS

CHARGES of censorship and discriminatio in handling of sustaining religious program were made against CBS and its WCBS Ne York Friday by American Council of Chris tian Churches in petition filed at FCC. Fundam mentalist group seeks hearing on complain and asked Commission to withhold WCBS' l cense renewal until alleged practices are di continued.

ACCC is parent organization of New Je sey Council of Christian Churches which la May filed similar complaint against WCA Camden, N. J., and asked revocation or su pension of license [BROADCASTING, May 16] FCC has taken no action on this complain

CBS "in its presentation of religious pr grams has entered the business of supplyin religion to the nation as a church, which calls *Church of the Air*," ACCC said, chargin this is "a blend of all religions which in n way represents the historic viewpoint of th Protestant position." ACCC said CBS "ind cates to participants the nature and extent c the message they may present," forbids con troversy, and thereby "has become the agenc and tool of those particular religious interest which are opposed to the position and view point of petitioner."

$.33 in Detroit



YOU'RE "HEAD AND SHOULDERS" ABOVE THE REST WITH WKMH . . .

STATION	1 TIME RATE	260 TIME RATE
WKMH	$ .51	$ .33
A	1.69	1.27
B	1.57	1.34
C	1.61	1.23
D	2.08	1.56
E	2.07	1.57
F	1.11	1.11

★ Based on share of audience—Aug. thru Sept. Conlan Report

Compare Costs per Thousand Families BEFORE YOU BUY THE DETROIT MARKET ★

"MONEY-WISE TIME BUYERS ANALYZE COSTS."

1000 WATTS

WKMH

1310 KC

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus . . .

A BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

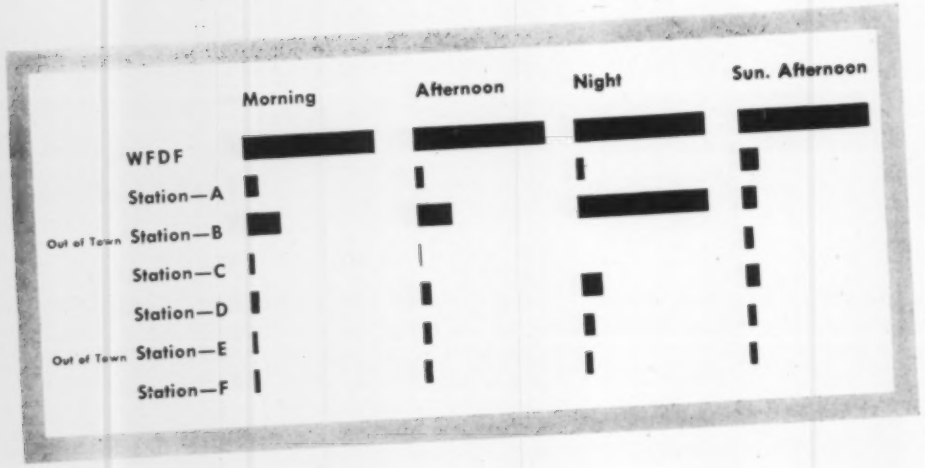
Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

Morning, Noon and Night

WFDF HOLDS THE AUDIENCE . .

in Flint!



● As usual, the most listened-to station in Flint is WFDF! That's what Mr. Hooper's figures show in the Winter-Spring Report, 1949. A glance at the chart above, will give you a quick idea of WFDF's popularity with the Flint audience. And, just for the record:

WFDF—registered *more listeners than the other four local stations combined* in every time period.

WFDF—had two to five times as many listeners throughout the day as any local station.

WFDF's quarter of a million audience spends over $288,000,000 retail annually in Flint. Get your share the way Flint's own merchants and national advertisers do by presenting your sales story over Flint's consistent audience dominator—WFDF. It's a natural, because it's a favorite with Flint folks.

910 Kilocycles **WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; TV Set Count by Cities; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

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250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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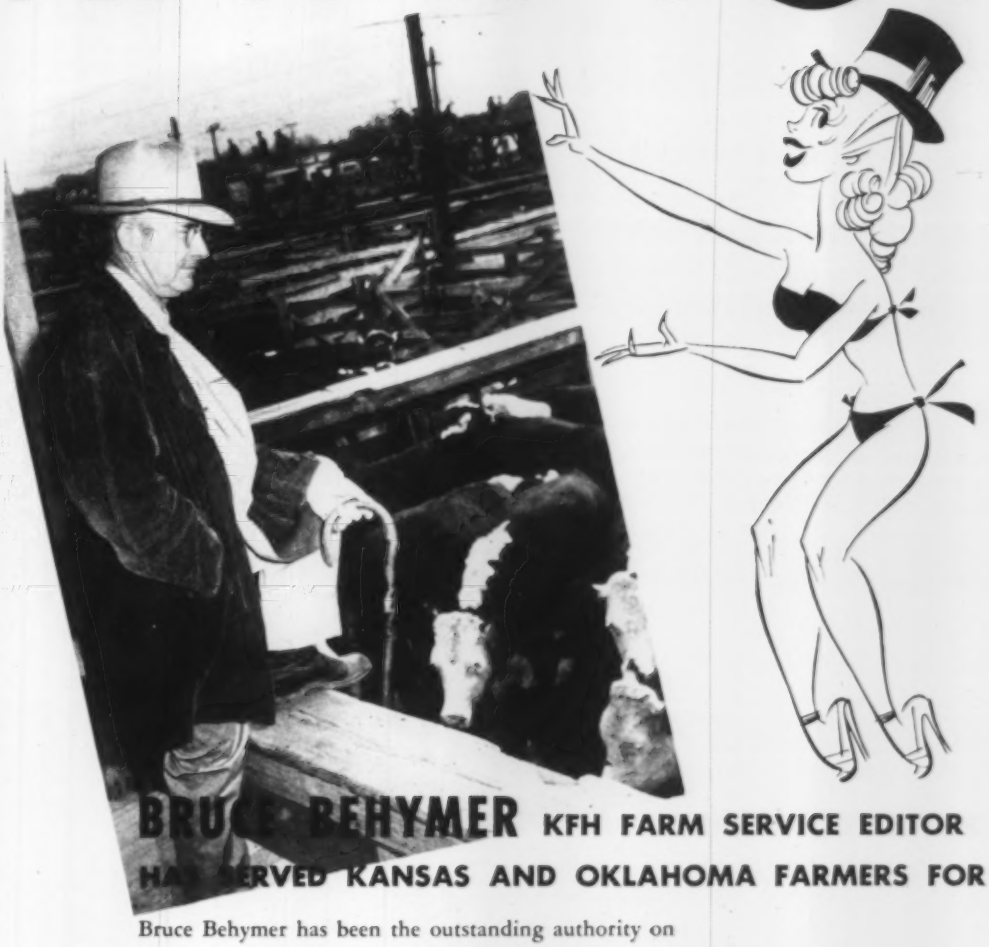
Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS



BRUCE BEHYMER KFH FARM SERVICE EDITOR

HAS SERVED KANSAS AND OKLAHOMA FARMERS FOR 30 YEARS

Bruce Behymer has been the outstanding authority on livestock and grain to thousands of prosperous farmers for a long, long time. He has delivered complete market reports and farm service programs over KFH continuously for 18 years and his reports have been carried in the Wichita Eagle for 30 years.

Farm service is important in the KFH airea. This is basically an agricultural and livestock region; markets, crop reports and intelligent farm service information are vital to the welfare of the KFH rural audience. Bruce Behymer has had TOP Hooper rating over all other farm service programs consistently for years; beam your message to his loyal and select audience. Call a Petry man for the few remaining availabilities.

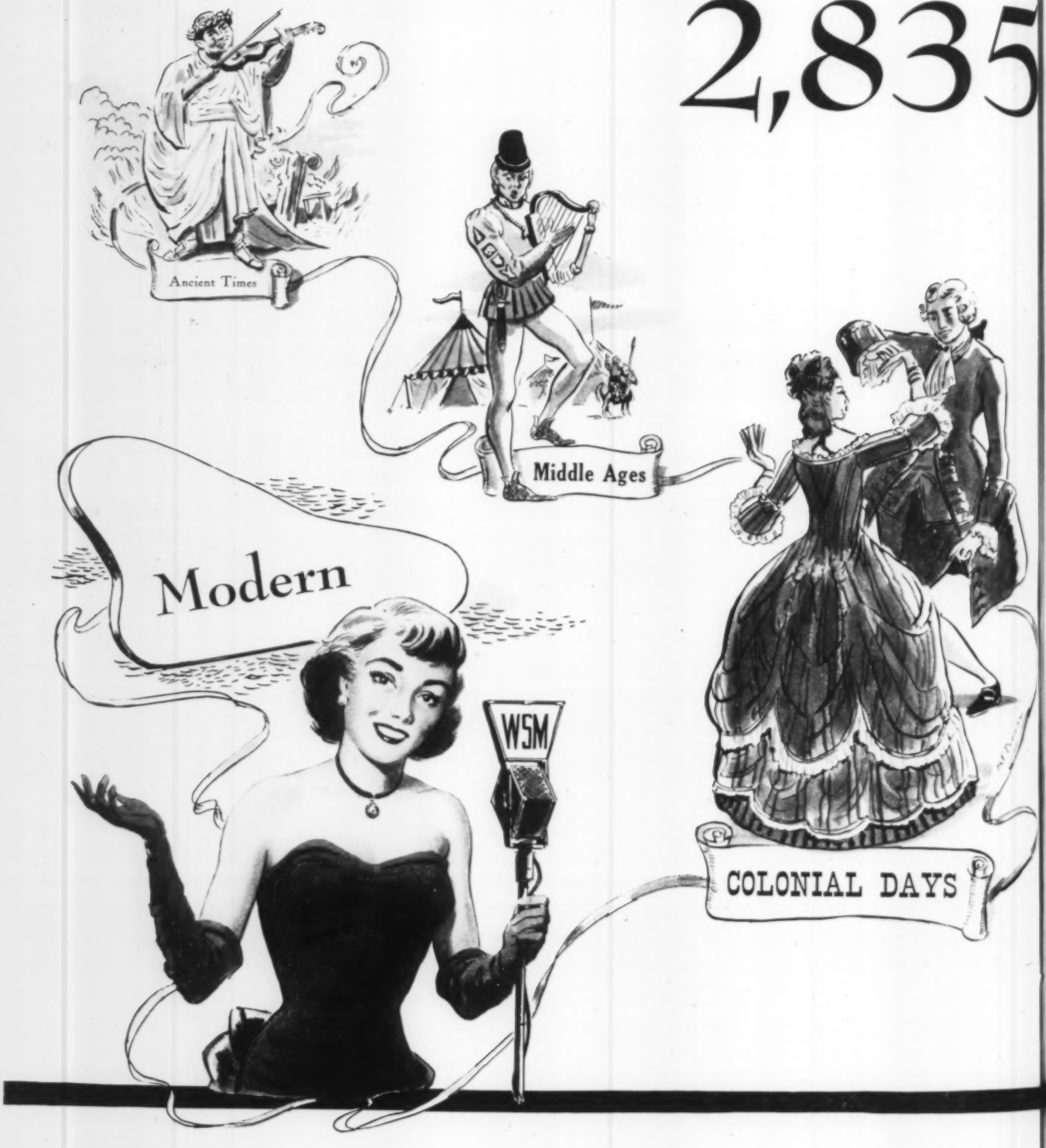
5000 Watts - ALL the time

KFH KFH -FM CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS

2,835



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVE

5 YEARS of RADIO

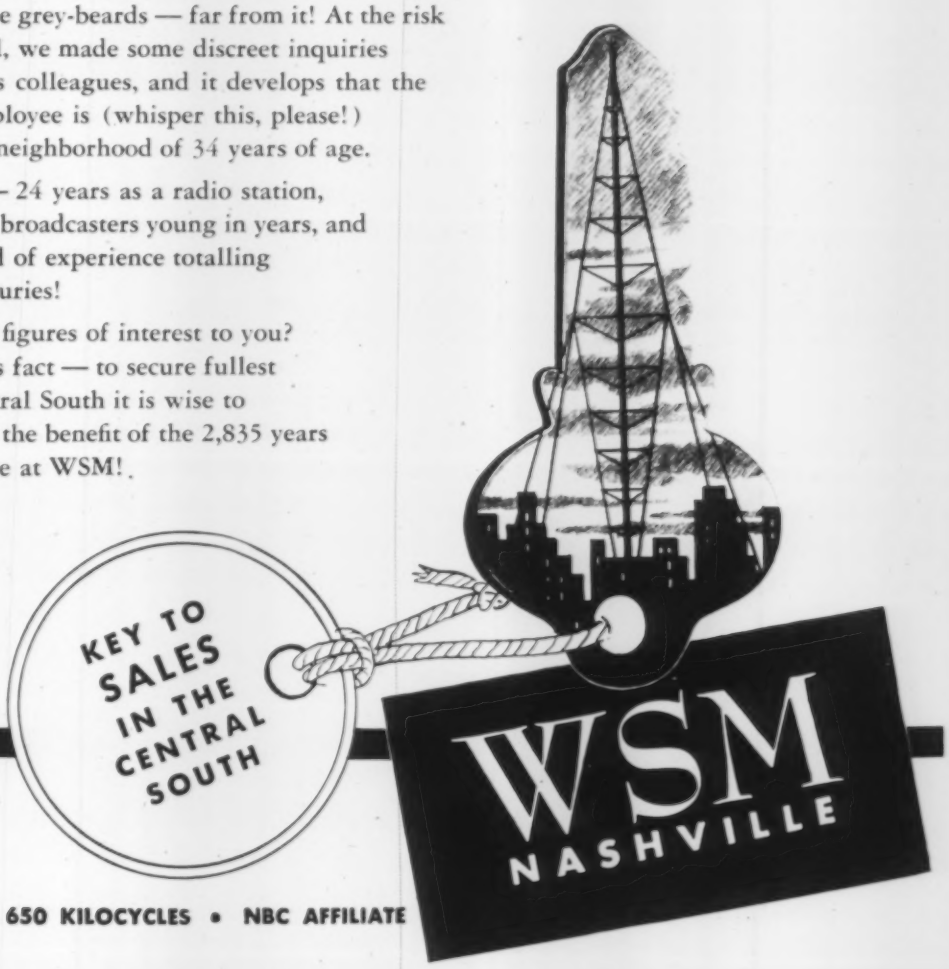
WSM celebrates its 24th birthday this fall. Even though this makes us old-timers in the youthful radio industry, it doesn't tell the full story of the experience in broadcasting held by the 226 members of the WSM staff.

Actually, there have been 2,835 years of radio work racked up by WSM staff members! This means that each of the 226 persons working at WSM has been in the business of broadcasting an average of 12½ years. What's more, each of these experienced radio people has served with WSM an average of 8½ years. They all know their business, and they know WSM, too.

Even though we are radio pioneers, and old-timers, it doesn't mean we are grey-beards — far from it! At the risk of getting personal, we made some discreet inquiries among our various colleagues, and it develops that the average WSM employee is (whisper this, please!) somewhere in the neighborhood of 34 years of age.

That's WSM — 24 years as a radio station, with a staff of 226 broadcasters young in years, and with a background of experience totalling more than 20 centuries!

Why are these figures of interest to you? They point up this fact — to secure fullest results in the Central South it is wise to give your product the benefit of the 2,835 years of radio experience at WSM!



50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Profits Await Advertisers in these Markets

WGAL
WGAL-TV
LANCASTER, PA.

WORK
YORK, PA.

WEST
EASTON, PA.

WKBO
HARRISBURG, PA

WRAW
READING, PA.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
AFFILIATES
STEINMAN STATIONS

Feature of the Week

WHEN *Polly the Shopper* goes shopping the whole town goes with her. At least that's the way it looks to KOIL Omaha over which the program has captivated its women's audience for 12 years.

Miss West

"Polly" is Belle West, director of women's programs for KOIL, who is beginning her 25th year in her shopping role. Miss West had a "Polly The Shopper" column in a local paper, *Omaha Bee News*, for 12 years until the paper ceased publication in 1937 and on Oct. 15 of that year, she brought the feature to KOIL. Her broadcasts since that time have been continuous.

Wrapped around her program is a story of success shown by repeated instances of good selling and Hooperatings. The latter gave "Polly" a 5.5 rating for both her morning (11:15 a.m.) and afternoon (1:15 p.m.) shows from December 1948 through April 1949.

When a local clothing store (Herzbergs) had a fall Millinery Festival promotion on Marche Hats three ads were scheduled on the program. Result was the store had to wire for more hats. Again when The Acquila, exclusive women's ready-to-wear store, received 500 pairs of new "Prim" nylon hose, Miss West described them on the air in just one ad. All of the stockings were sold out and subsequent shipments have been sold without further advertising.

Other successes: Levenson Chemical advertised a new spray gun at cost of $12.95 each—one "Polly" spot sold them out; Engineering Assoc., small Omaha firm, is busy keeping up with orders for contracting jobs after three spots in one week on the program; Pearl Davey, picture shop, sold $700 worth of religious pictures during a rainy day because of one announcement.

Miss West built her large and loyal audience in the Omaha-Council Bluffs market by occasionally making the rounds of the Omaha shops and telling her listeners of the many shopping bargains. The passing years have made her program an institution.

On All Accounts

THE story goes that when Nat Brandon was in St. Louis on recruiting duty during the war, he got just one recruit—a fiancee. If the story is true—and it is admittedly apocryphal—it is the only campaign Mr. Brandon has worked on which has shown such poor results, numerically speaking.

Now director of creative plans and copy and member of the firm of Noble-Dury & Assoc., fast growing advertising agency in Nashville, Nat is hard at work on campaigns for such diversified accounts as General Shoe, Duck Head Overalls, Warren Paints and Blue Seal Flour, among others.

NAT

Nathan (he prefers Nat) Wilford was born May 30, 1910, on a farm near Dover, Tenn., situated on the Cumberland River in the northern section of middle Tennessee. In these rustic surroundings, the advertising executive grew up to love the natural beauty of the outdoors. He attended Dover High School and both the U. of Tennessee at Knoxville and Middle Tennessee State College at Murfreesboro.

His move to Nashville in July of this year was a homecoming, since it was in that city in 1935, just out of college, that he got his first taste of the advertising merry-go-round when he joined C. P. Clark Inc.

Four years later, in 1939, he left Nashville to help found and serve as sales manager of WSAV Savannah, Ga. The more than three years Nat spent with WSAV, interrupted though they were by four years of Army life, gave him an intimate knowledge of the station viewpoint and the vast potentialities of radio.

Unlike so many of his confreres, Nat Brandon did not wind up in some Army special services or public relations office. Aside from the aforementioned detached service bit of recruiting duty, he was assigned to the Air Transport Command and, after graduating from Officer Candidate School in Miami, served in the Priorities & Traffic Div., Headquarters, ATC in Washington.

Returning to Savannah after the war, he longed for the many faceted agency field once more and so he travelled North—to Augusta, Ga.—where, for a brief period, he was assistant to the president and radio director of Nachman Rhodes

(Continued on page 67)

680,700 PEOPLE IN THE WFBC MARKET

FINEST
In South Carolina

● WFBC is tops with Conlan where Population, Sales, Employment, Payrolls, and Automotive Registration are Highest in South Carolina.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG
ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 50,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

Mr. Jamison stands out in the crowd...

In a crowded reception room, in a crowded office, even in a crowded elevator...our man Jamison is a standout.

He looks like a young fellow on the way up...with something on his mind. When he talks, people listen.

The reason is obvious. *Mr. Jamison always knows what he's talking about...always delivers.* For example:

> Last summer he promised a big advertiser a certain set of availabilities at a certain time. They were hard to get, but Mr. Jamison guaranteed the timing of an important test campaign by producing them on schedule.
>
> Last spring he told a station manager there was no reason why that station's billing could not be increased 15% before the end of the year. Here it is only October; and the figure has already been passed.

The reputation of Weed and Company is no accident. It's reliable, constructive, creative service, like this, that built it. And it's men like Mr. Jamison who are helping us do more business for all of our clients than ever before.

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Pleases Producer

EDITOR, BROADCASTING:

. . . We think your magazine furnishes an unmatched coverage of the field. We also think that it is by far the best buy for the money among trade publications.

I sincerely hope that you continue to enjoy success and the best of business. Rush that next issue—we can hardly wait.

Frank L. Woodruff,
Executive Producer
Woodruff Associates,
New York

* * *

Wants Films

EDITOR, BROADCASTING:

We handle the advertising for Soapine (like Rinso, Duz, etc.). We have 5-minute evening periods on WBZ-TV Boston, and are now using filmed shows of approximately 3½ minutes running time, plus sides and live announcements.

We are in the market for additional series of these 3½ minute completed film and sound, in 13, 26 or 52 episode groups. Obviously, our market consists of women who are housekeepers and mothers.

Could you suggest possible sources for such "ready-made" material? We will appreciate your advice.

Edwin C. Whittemore,
Vice President
Bennett, Walther & Menadier Inc.
Boston

Lauds LeBlanc

EDITOR, BROADCASTING:

I would like to pipe in a good, baritone "amen" to Eugene Jones' letter in your Oct. 10 issue concerning Dudley LeBlanc. We broadcasters down in the Hot Biscuit Belt recognize the Senator's talents for promotion. When we receive a letter from him we have no idea whether it will hold an engraved invitation to the Mardi Gras, a commission on the Governor's staff, or a complimentary round trip ticket to Hawaii. He's a great showman!

But the proof of the pudding in the eating thereof—he has always used radio for his prime advertising media. Enough said!

Allan M. Woodall
President
WDAK Columbus, Ga.

* * *

Football Time Deal

EDITOR, BROADCASTING:

I was . . . interested in your editorial entitled, "The World Serious" which appeared . . . Oct. 10 as something equally as bad as happening here on the coast.

A national advertiser is now broadcasting professional football games over a special network comprising some 30 radio stations paying nothing for time but supplying the game at no cost with the privilege of course to commercialize their product.

It seems to me this is a serious mistake and can only end in disaster. . . .

Charles P. Scott,
Gen. Mgr.
KSRO Santa Rosa, Calif.

* * *

Back on Firing Line

EDITOR, BROADCASTING:

In the past few weeks, I have had occasion to take a turn at the turn-tables, fill in with the sales department, type up a number of commercials, and even engineer a football game. Hence the enclosed cartoon was born.

Although most station managers started in one of these departments

I wonder how many remember how it feels to be back on the "firing line." . . .

Lyle Warrick
Assistant Manager
WSUA Bloomington, Ind.

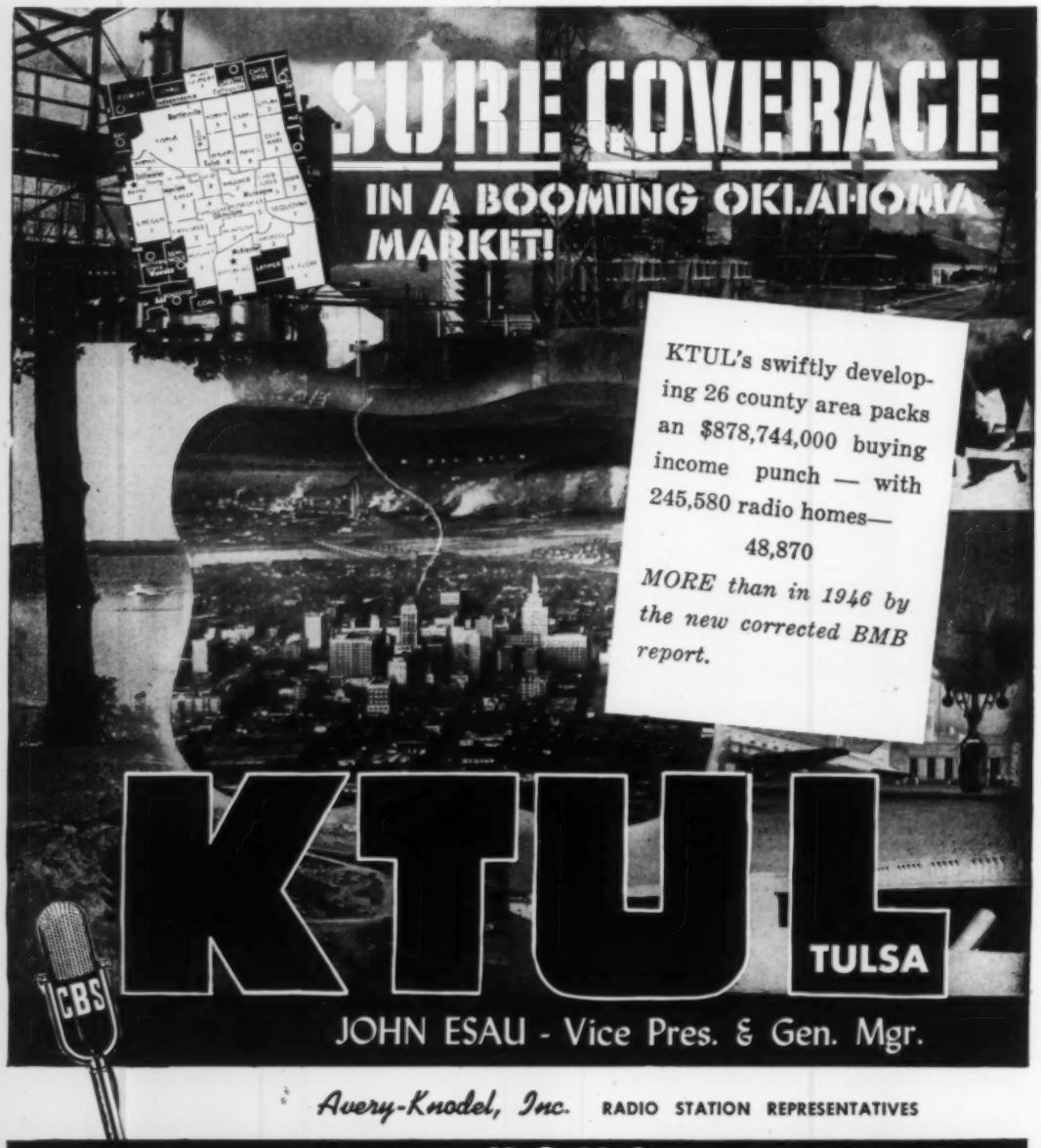
* * *

Any Takers?

EDITOR, BROADCASTING:

. . . We have been on the air since Nov. 1, 1948. In January 1949 we had 5 hours and 30 minutes of studio programs. For the month of October, in not quite a year, we have scheduled 117 hours and 45 minutes of local studio programs—all "live." This does not include

(Continued on page 73)


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
KTUL
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.

Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES

AFFILIATED WITH KOMA, OKLAHOMA CITY

NEXT BEST THING TO A

"SKY-HOOK!"

"Sky-hooks" being expensive and somewhat impractical, why not start from the ground up with a Blaw-Knox tower to obtain support for your high-riding FM and TV antennas?

Blaw-Knox, having built towers since spark-gap days, makes available to electronic engineers a degree of practical experience unequalled in this field. So, when you want the next best thing to a sky-hook, call Blaw-Knox.

[Shown here is a Blaw-Knox special 417 ft. Type H-40 Heavy Duty tower for Station WHIO, Dayton, Ohio. This tower was designed to support an RCA combination 4-section pylon, plus a 6-section TV antenna and station call letters.]

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

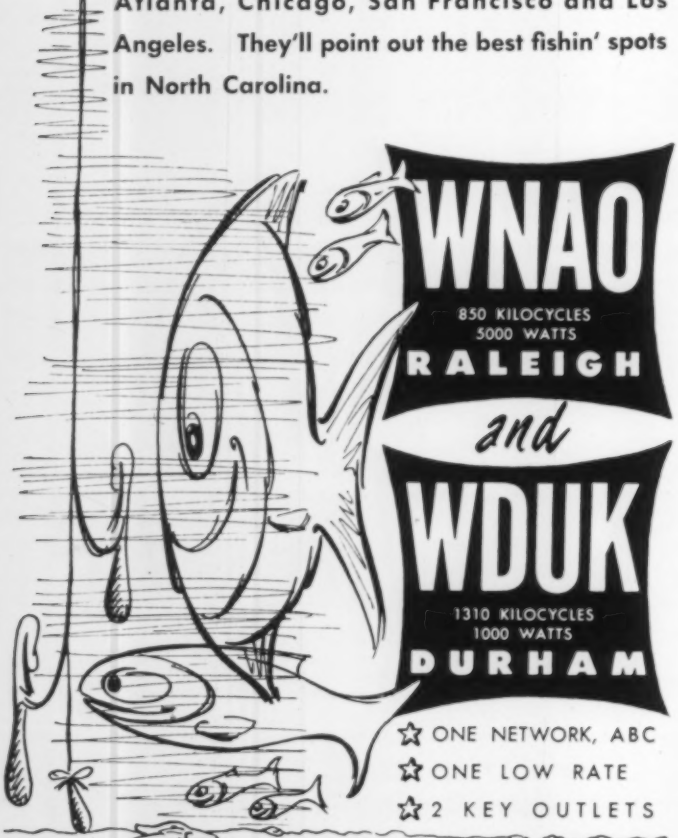
BLAW-KNOX ANTENNA TOWERS

you'll do better with the same line- and two hooks!

Drop your line in North Carolina's greatest metropolitan market, Raleigh - Durham. WNAO and WDUK combine facilities and rates to offer you a "fisherman's paradise" and a "whale" of a discount.

All you have to furnish is the bait and the line —we've got the hooks. "They've" been biting on drugs, foods, autos and trucks, furniture, appliances and radios, clothing, hardware, farm machinery, gas, oil and tires, tobacco, cosmetics, soft drinks and dairy products.

Those ol' fishin' guides, Avery-Knodel, are our "reps"—you can get hold of them in New York, Atlanta, Chicago, San Francisco and Los Angeles. They'll point out the best fishin' spots in North Carolina.



NORTH CAROLINA'S LARGEST METROPOLITAN MARKET

Agencies

JAMES H. BOLT appointed vice president of Waldie & Briggs, Chicago, where he has worked since 1943. An account executive, he also supervises client activities in industrial and consumer products. He formerly was in the advertising department of Swift & Co., Chicago.

LOIS REA, former manager of advertising production for Ziff-Davis Publication Co., Chicago, appointed media director and traffic manager of Bill Bonn Adv., Denver. She previously was production and traffic manager for Abbe Kimball Adv., Chicago, and for Beaumont & Hohman, same city. She al has been with Lowe Runkle Agency, Oklahoma City, and Charles Daniel Fre Agency, Chicago.

MARY GROSVENOR ELLSWORTH, formerly with N. W. Ayer & Son, Hube Hoge Inc. and Pedlar & Ryan, all New York, joins Compton Adv., New York, a copywriter. She also was with WRVA Richmond, Va.

ALICE ROSS, formerly in media departments of Lawrence C. Gumbinner an Franklin Bruck advertising agencies, both New York, appointed time buyer New York office of Joseph Katz Co.

HERBERT BEAVEN, formerly vice president and manager of Los Angele office, Brisacher, Wheeler & Staff, joins service staff of Mogge-Privett Inc same city.

GERALD J. WEIPERT joins radio and TV staff of Brooke, Smith, French & Dorrance Inc., Detroit office. He formerly was on staff of WWJ-TV Detroit

MADOLIN BINGHAM, formerly advertising and sales promotion manager fo Munsingwear Inc., Minneapolis, joins Abbott Kimball Co., San Francisco, a account executive.

RITA LIVINGSTON, formerly with Carl Reimers Inc., appointed copy chief o Sterling Adv., New York.

ALLEN DUCOVNY, formerly with Robert Maxwell Assoc. as producer-director and director of public relations with Superman Inc., joins radio department of Kenyon & Eckhardt Inc., New York, in radio-TV production capacity.

JAMES L. DePAULI, former manager of San Francisco office of West Marquis Inc., joins Albert Frank-Guenther Law Inc., same city, as accoun executive.

EDWARD H. DEXTER, formerly of Benton & Bowles, New York, joins Lenne & Mitchell, New York, as copy supervisor. Believe joining L&M, he wa copy supervisor at Benton & Bowles for three years and was with Compto Adv. and Young & Rubicam in similar capacity for five and 13 years, respectively.

JOHN R. MAYER, former food account executive for Foote, Cone & Belding New York, transferred to agency's San Francisco office as account executive on Western Beet Sugar Producers Inc.

FREDERICK JONES Jr., formerly of M. Glen Miller Adv., Chicago, join account staff of Biddle Co., Bloomington, Ill.

HOWARD BAY, independent Broadway set designer, appointed by Young & Rubicam, New York, to do background television settings for two of its programs, *Silver Theatre* and *Fred Waring*, both weekly shows on CBS-TV.

DEL WAKEMAN, formerly advertising and sales promotion manager of Ekco Products Co., Chicago, joins Rhoades & Davis, San Francisco.

NORMAN E. KRAFF, former general director of Food Research & Advertising joins Presba, Fellers & Presba, Chicago, as director of New Product Div.

GEORGE THARP, for several years with *Beverly Hills* (Calif.) *Citizen*, an **CLIFFORD GILL**, motion picture publicist, open advertising and publicity offices in Beverly Hills under name of **Tharp & Gill**. Offices are at 8668½ Wilshire Blvd. Phone: Bradshaw 2-4239.

HELEN ANDERSON, formerly of WJBK-TV Detroit, joins radio and television staff of Simons-Michelson, Detroit.

FORD & DAMM, Sacramento, Calif., changes firm name to **Marshall Ford Adv Agency**.

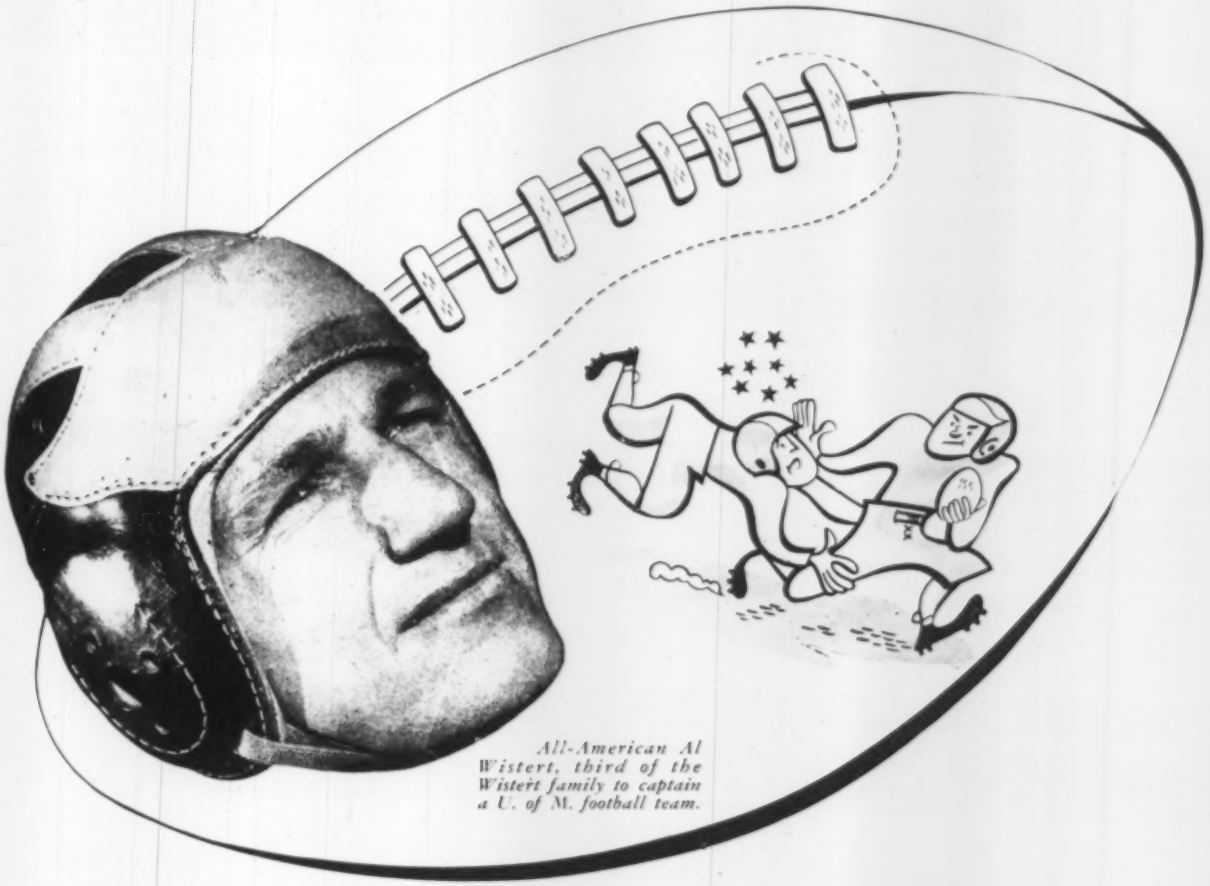
KRONSTADT AGENCY, Washington, moves to 711-14th St. N.W. Telephone Republic 0272.

HICKSON & JORGENSEN Inc., Los Angeles, moves to 600 St. Paul Ave., effective Nov. 1.

a coupla CHAMPS team-up again this fall

For 3 successive years, University of Michigan has been top team among the country's football giants. For the 3rd successive year, WWJ-TV, first television station in Michigan, will televise U of M home games for the same sponsor—Oldsmobile Dealers of Detroit.

Tens of thousands in this most prosperous major market in America will make a date with WWJ-TV Saturday afternoons to watch U of M, and then make a date with the Oldsmobile 88 for the following week. Olds' dealers, like the countless number of other WWJ-TV advertisers, have found that WWJ-TV not only offers the engineering know-how that assures better pictures, but also the ready-made audience born of WWJ-TV's pioneering and programming leadership. Yes, in Detroit, WWJ-TV is tops in television.



All-American Al Wistert, third of the Wistert family to captain a U. of M. football team.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

And now the HPL is o

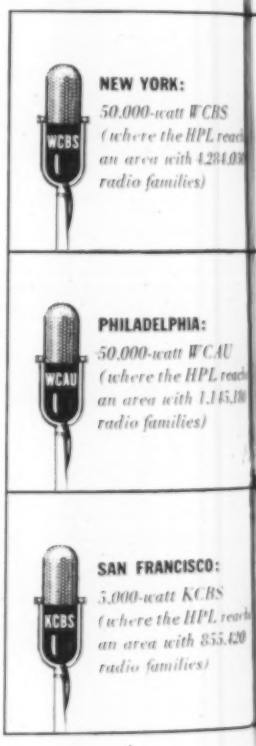
October 17: WCAU, "The Philadelphia Bulletin Station"—Columbia's great 50,000-watt affiliate in the nation's fourth largest market*—became the ninth station to broadcast, live and locally, the most sales-effective participating program in all radio—"The Housewives' Protective League."

It's *already* a sales manager's dream come true in eight of your biggest and richest markets... *including the country's first... second... and third!*

Now add the fourth—Philadelphia: WCAU—with its 50,000-watt "umbrella" coverage of the nation's fourth richest market—serves a territory where 1,145,180 radio families buy every kind of retail product to the tune of nearly *four billion dollars a year!*

And that means *now* "The Housewives' Protective League" can deliver your sales story to a total of 14,211,820 of the nation's radio families. Accounting for 38% of the nation's retail sales!*

During the past twelve months, more than 200 of the shrewdest advertisers in the country have used HPL programs to sponsor their products. Each of these profit-minded advertisers has testified—in hard dollars and sense—that "The Housewives' Protective League" is radio's most sales-successful participating program. For detailed information get directly in touch with the stations, their national spot representatives or...



THE HOUSEWIVES' PROTECTIVE LEAGUE

"The program that sponsors the product"

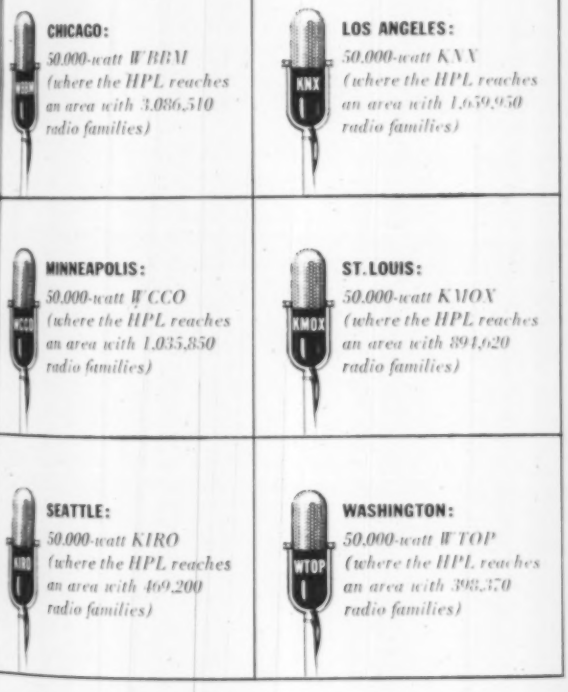
A DIVISION OF CBS • 485 MADISON AVE., NEW YORK • COLUMBIA SQUARE, HOLLYWOOD

*Sales Management "Survey of Buying Power," May 1949

THE

XUM

WCAU!



CHICAGO:
50,000-watt WBBM (where the HPL reaches an area with 3,086,510 radio families)

LOS ANGELES:
50,000-watt KNX (where the HPL reaches an area with 1,659,950 radio families)

MINNEAPOLIS:
50,000-watt WCCO (where the HPL reaches an area with 1,035,850 radio families)

ST. LOUIS:
50,000-watt KMOX (where the HPL reaches an area with 894,620 radio families)

SEATTLE:
50,000-watt KIRO (where the HPL reaches an area with 469,200 radio families)

WASHINGTON:
50,000-watt WTOP (where the HPL reaches an area with 398,370 radio families)

THE NINE HPL MARKETS *(50,000-Watt, Daytime BMB Listening Areas.)*

THESE 184 NATIONAL SPOT AND REGIONAL ADVERTISERS ARE AMONG THOSE USING THE HPL DURING 1949.

Absorene
Ac'cent
Aljohn Co.
Amazo
American Cranberry
Austin Paint
Awful Fresh MacFarlane
Bakers Cocoa
Beatrice Foods
Bell Brook Dairies
Beltone Hearing Aid
Bertrand's Printing Co.
Black Poultry Co.
Bliss Coffee
Brentwood Mart
Briggs & Co.
Butler Mfg. Co.
Cabanay Products
Calif. Lima Beans
Campbell Soups
Canada Dry
Candelight House
Capper Publications
Carbonaid
Cargill Inc.
Childs Restaurants
Cinch Cake Mix
Citizens' Federal Savings
Clear Tone Hearing Aid
Coca Cola
Colonial Airlines
Columbia Fed. Savings
Congress Oil
Constitutional Life Ins.
Corn Products
Cowles Publications
Crack-O-Lets
Craig Oil
Crowell-Collier
Crunchy Cookies
Dairy-Aide
Dixie Preserves
Doeskin Products
Donald Duck Orange Juice
Doubleday Co.
The Drackett Co.
Dugan Brothers
Durlacque Mfg. Co.
E & S Frozen Foods
Eggo Waffle Mix
Family Laundry Assn.
Family Reading Club
Federal Life & Casualty
First Federal Savings
Flex-O-Lace
Florsheim Shoes
Fred Astaire
French's Instant Potato
Freshrap
Fritos
Fuller Brushes
M. A. Gedney Co.
General Electric
General Foods
General Motors
Gordon Baking Co.
Glim
Green Spot Orangeade
Gresstone Press
Griffin Shoe Polish
Gwaltney Meats
H & P Coffee Co.
Halliburton Erle Co.
Harry & David
H. J. Heinz Co.
Hi Lite Dog Food
Hills Brothers Co.
Holiday Magazine
Holm Tomatoes
Holsum Bread
Home Bldg. & Loan Assn.
Hotpoint
Hot Shoppes
Hunt Foods, Inc.
Illinois Electric Co.
International Harvester
Irving's Dairy
Isotex
Jay's Potato Chips
Jekyll Island Shrimp
Jelke Margarine
Herb Jones Co.
Juice Industries
Kerr Glass
Kirby Vacuums
Klever Kook Food Co.
Kraft Products Co.
Kristoferson Diary
La Choy Chinese Dinner
Ladies Home Journal
L & M Plastic Aprons
Langendorf Bakeries
Leach Co.
Lettuce Leaf Oil
Lever Brothers Co.
Linens of the Week
Lite Soap Co.
London Specialties Co.
Lubertone
Lyon Van & Storage
Majestic Mayonnaise
Meadow Gold Ice Cream
Megowen-Educator Foods
Menner's Rice
Metropolitan Fed. Savings
Michigan Bulbs
Michigan Mushrooms
Microtone Hearing Aid
Milnot
Mirza Rug Cleaners
Modglin Co.
Mors Cheese Co.
My-T-Fine
The Nestle Co.
New England Confectionery
Nu Tone Chimes
Nu-Trishus Corp.
Oakite
Occident Flour
Ocean Spray Cranberries
O'Connell Packing Co.
Ohrbach's
Oil Heat Institute
Old Manse Syrup
Olympic Gardens Bulbs
Omnibook
Pan American Coffee
Paradise Garden Bulbs
Perfex
Perk Dog Food
Pevely Diaries
Pictsweet Frozen Foods
Pillsbury Mills
Pioneer Savings & Loan
Plastic Food Bags
Plymouth Motor Corp.
Premier Foods
Pritz Cleaner
Prudential Bldg. Assn.
Puritan Marshmallows
Puget Sound P & L Co.
Realemon
Rislone
Roman Meal Co.
Ruco Windows
Schick Shavers
Schneider Baking Co.
Geo. E. Shampson Co.
Sherwood Gardens Bulbs
Simoniz
Snow Crop
S O S
Spark Steve Co.
Sterling Salt
St. Louis Fed. Savings
Stokely Foods
Ten-B-Low
Tony Salad Dressing
T W A
Twin City Fed. Savings
Twinlock Hangers
Van Houten's Cocoa
Virginia Maryland Milk
Ward Baking Co.
Washington Post
Wash. State Fruit Comm.
Webb's Coffee
Western Reddi-Wip
Wilkins Coffee
Willys Jeeps
Wipe-On
Wise Potato Chips
Wm. H. Wise Books
Yes Tissues

Lazarsfeld

Impact of R... Commercial...nd

By DR. PAUL F. LAZARSFELD

Director of Bureau of Applied Social Research, Columbia U.

MOST OF THE important decisions in life have to be made on the basis of insufficient knowledge. We don't really know what the effect of Federal aid to education would be, and we cannot really tell whether buying a certain stock will mean a gain or a loss. Still, we have to act somehow.

It would be self-deception to think that more research in the social sciences will solve the difficulty. Science can only tell us about the average of many cases. In an individual problem there will always be unexpected factors which might bring about a surprising turn of affairs.

If an advertiser has to decide how much of his budget to spend on radio or on printed media, again, he has to take a certain amount of risks. No serious research man will claim that a general statement can be made about which of two media is better. What research contributes can be compared to bricks for a building. You need many other things in addition to bricks before you have a house. But, again, the man who wants to sell space or time has to fulfill his mission. He has to argue with the advertiser in favor of his medium. Argument of this kind is an important function because it finally leads to action.

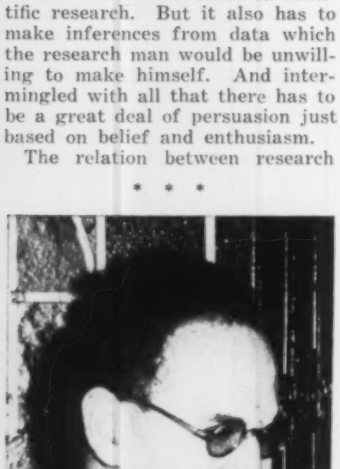
A good argument consists of many elements. It will partly use factual information based on scientific research. But it also has to make inferences from data which the research man would be unwilling to make himself. And intermingled with all that there has to be a great deal of persuasion just based on belief and enthusiasm.

The relation between research and argumentation of this kind is many-sided. Undoubtedly, arguments are more convincing the more they can be based on fact. But, in turn, research profits from argument. It tells us what new facts are needed. It shows us where our own interpretations and inferences are still weak. It forces us to improve our research instruments.

It is for these reasons that no research man would ever hesitate to do work for a client even if he knows that the client wants to use the findings for the purpose of an argument. As a matter of fact, in the media field a great deal of the best research has grown out of just such argumentative situations. But it is also very important that research and argument be clearly separated and carried on by distinct agencies.

No research man should ever become involved in the argument himself. He should not be quoted, for instance, as to the merits of one medium against the other. In turn, it is probably wise not to have an agency which is engaged in an argument do its own research.

* * *



Dr. LAZARSFELD

* * *

A RECENT study on "Psychological Impact of Newspaper and Radio Advertisements" is an interesting case in point. The study was commissioned by the American Newspaper Advertising Network. It was the result of about half a year of exploratory work which preceded the actual study. The exploratory work was frankly directed towards the following problem: Reviewing the history of advertisement research, could it be that certain points were overloooked which could be used in an argument in favor of newspaper advertisements? The final selection of a specific topic for investigation was definitely done, then, to serve the interests of an agency which was willing to provide research funds in the hope that it could use the findings in an argument.

* * *

TWO essential points were made clear from the beginning. Once a topic was selected the research findings had to be accepted no matter how they came out and, secondly, no claim was to be imputed to the research group that a specific finding, even if it was favorable to newspapers, would in any way be conclusive as to the broader argument of the merits of the two media, an argument which, as was mentioned before, could not have scientific meaning to begin with.

So the selection of the specific problem was made in view of knowledge acquired before. Most of the previous studies had shown that there undoubtedly existed something that could be called media-mindedness. People tend to have a general preference either for communication by print or for communication by radio. If a person was radio-minded, he was likely to prefer commentators to columnists, to have more confidence in commercials than in printed advertisements, to prefer daytime serials to magazine stories, to spend more time on the radio than on print, and so on.

There are a large number of such items which are highly correlated. People have a strong tendency to answer all such questions either in terms of radio or in terms of print. Rare is the person who would, for instance, say that it is easier for him to learn from one medium but that he has more confidence in the other.

Once this media-mindedness was established, one could investigate its distribution over the population. Here the outstanding finding was that the lower educated parts of the population were more radio-minded and the better educated more print-minded. This is, of course, not too surprising a result, but it had considerable importance for argumentation.

Calling, for the sake of simplicity, an educated person one who has at least graduated from high school, it is then clear that there are fewer educated than uneducated people; it was still scientifically justified to point out that many more people in the population are radio-minded rather than print-minded. From there it was only a small step to the argument that therefore radio advertising reaches more people and should consequently be more profitable. This argument, as far as is known, has indeed been used with great success by the radio industry.

* * *

WHAT counter argument could the printed media use? One was, of course, that the print-minded people have a higher average income. And this in turn seems also to have been a successful point. Then, the question could be raised whether general media-mindedness is identical with susceptibility to advertising. No one had yet been able to study successfully this problem of susceptibility. It could undoubtedly be done, but the expenses of getting reliable findings would be too large as an investment in another point of argumentation.

But in the course of such efforts another point came up. Radio had obviously much broader coverage. Studies showed clearly that people knew and remembered many more commercials than printed advertisements. This is even true for the average person on high levels of education. At this point, the printed media, and especially the newspapers, had another opportunity to add a point. If it is only a matter of repetition, then maybe advertisers should start to use newspapers and continuous repeated promotion. This was the idea on which the American Newspaper Advertising Network was founded. What they needed most for such an argument was obviously the investigation of a single advertising message.

In comparing newspaper and radio in general, one was comparing at the same time continued exposure with short-term exposure. What would happen if people were studied at the time that they had just listened to one radio commercial or read one newspaper advertisement?

* * *

PROCEDURE used for the actual investigation consisted of three parts: As a check against older studies, each respondent was asked about his general attitude toward radio and printed advertisements. The findings corroborated completely the familiar results. Radio-mindedness came out again as a clear characteristic and it was very highly correlated with education.

People were also asked to re-

DR. PAUL F. LAZARSFELD is director of the Bureau of Applied Social Research at Columbia U. and one of the country's experts on communications research.

The report about which he writes in the accompanying article gained considerable publicity when it was mentioned in a full-page advertisement in the New York Times by American Newspaper Advertising Network Inc. He protested that the use of his name in the ad was without his permission [BROADCASTING, **June 20**].

At about the same time, the report began to get considerable word-of-mouth publicity due to two factors:

(1) ANAN made a slide presentation based on part of the report, purporting to show newspaper ads were more effective than radio commercials.

(2) ANAN, able to control distribution of the report, reserved the right to reproduce it in whole or in part and did not make it freely available to trade publications wishing to write about it (ANAN, incidentally, continued to control distribution even though it announced a few months ago it was going out of business by the end of the year).

The fact is that the Lazarsfeld study, a report of tests made among 700 housewives in the New Jersey Oranges, was a careful and scholarly work, not argumentative for or against radio. It found that radio commercials quantitatively get more attention but that newspaper ads qualitatively get better attention; that although women remember more radio than newspaper ads that is because of more repetitive use of commercials than printed ads.

...nd Ads in N... spapers Compared

...ember recent experiences with ...dvertisements. These retrospec...ive interviews were used mainly ...or general background and will ...ot be discussed further at this ...oint. (The retrospections, inci...entally, showed again that more ...adio commercials than printed ad...ertisements are remembered by ...he average respondent.)

The new element was introduced ...y the following method: The sam...le consisted of about 600 women ...espondents representative of a ...ommunity in the New York met...opolitan area. Each respondent ...as asked to listen to a commercial ...nd to read an advertisement on ...he same product. Eight national...y advertised food and drug brands ...ere used. The order in which ...he two messages were presented ...lternated from one respondent to ...he next so that half the respond...nts first read and the other half ...irst listened. The whole emphasis ...nd the subsequent analysis were ...irected toward finding out what ...ent on in the mind of the re...pondent at the time he received ...he message. This is what is ...eant by impact.

A large number of indices were ...eveloped to describe the respond...nts' reactions and only a few of ...hem can be briefly described here. ...ne was, for instance, an index of ...ichness. The respondents were ...ated according to whether the ad ...eminded them of a personal ex...erience, whether they pictured ...emselves using the product or ...hether they compared it in their ...inds with other brands.

The same associations were rated ...cording to whether they were ...vid, intermediate or pale. The ...mount of deliberation as to the ...oduct stimulated by the ad was ...other index. Careful records ...ere kept during the interviews ...nd the answers were rated by ...veral coders; in this way the ...dices have a reasonable degree ...reliability.

The results can be summarized ...a general way by saying that ...inted advertisements created a ...re attentive reaction than the ...dio commercials. This came out ...th practically all the indices in...uding such measures as number ...points in the sales message re...mbered right after hearing or ...eing.

A large number of qualitative ...marks were used to get a rea...nable explanation for this result. ...is probably due to the fact that ...reading, the respondents could ...oose their own speed more, could ...back to check on details if they ...nted to and were greatly helped ...the illustrations. Such an inter...etation, however, is only conjec...e as yet. Only the finding it...lf seems well established by this ...dy.

* * *

WHAT was found is probably a psychological characteristic of the process of reading printed and illustrated ads as compared to the process of listening to commercials. That we face here a rather basic psychological characteristic can also be inferred from another finding. The more attentive reaction to the printed specimens held true for all educational levels. This is a rather remarkable finding. When we deal with general attitudes we find great educational differences, with radio finding much better reception among lower educated people. Now that we have studied the immediate impact at the time of reading or listening, we find that it is about the same irrespective of the education of the respondent.

* * *

NOW how would such a new finding enter the argument and how should it be developed by further research? Obviously, nothing can be claimed as to final sales effect. But the newspaper partisan can well argue in the following way. Much of the advantage of radio might be due to the fact that the relative paleness of one message is overcome by frequent repetition. So if advertisers would do continuing advertising in newspapers, the greater immediate impact which printed advertisements seem to have could be built up toward a final greater sales effect. (The matter is not taken into consideration here, of course.)

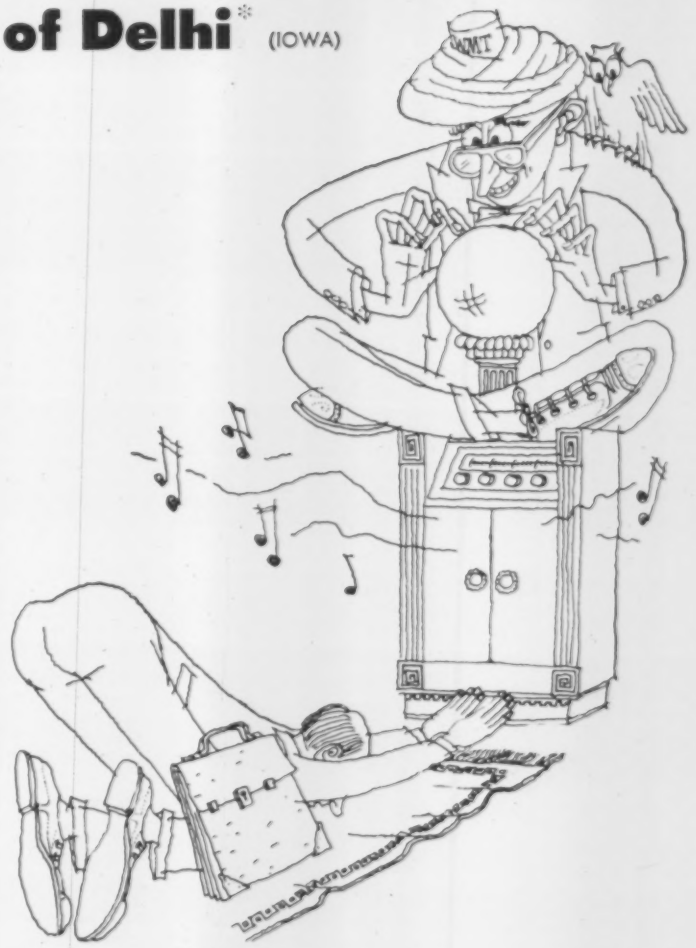
Partisans of radio, on the other hand, could make good use of the finding by putting the following problem to their copy writers: Is there something in the tradition of radio copy which makes its impact less strong than it could be? As in previous studies, so in the present one many of our respondents complained that radio commercials are not informative enough.

Most interesting, probably, is the implication of the present study for television. Everyone agrees, of course, that television has a greater impact than radio because it uses two channels, exposure through the eye and through the ear. But there is still one considerable difference between viewing on the television screen and reading a printed ad. The television viewer must still adapt himself to a given speed and cannot return to the content of the message after it is over. Therefore, a continuation of such impact studies in connection with television advertising should be very fruitful.

A final word might be said about the general idea of such impact studies. Many a "practical man" will say: I want to know what people do and not what is going on in their minds. This is a very short-sighted attitude and actually, very impractical. Of course, we can find out whether a certain commercial will sell goods. But then what? Will we therefore repeat the same commercial for the rest

(Continued on page 67)

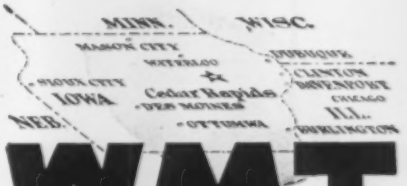
WMT is the new oracle of Delhi* (IOWA)



. . . and The Word goes out, loud and clear, from one end of WMTland to the other: Get a load of WMT, for entertainment (exclusive CBS programming for the area), and information (AP, UP, INS news plus local correspondents throughout Iowa).

Delhi and the rest of the 1058 communities within WMT's 2.5 mv line make up an important part of the important Iowa audience (whose per capita income hit $1,491 in '48, up 33% over '47 and 68% since the end of the war!) You needn't consult an oracle about reaching the prosperous Eastern Iowa audience. Use WMT. The Katz man has full details.

**Note to purists: We know the ancient oracle was at Delphi, not Delhi. How close can you get?*



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

New Business

WESSON OIL & SNOWDRIFT Co., New Orleans, starts transcribed *Paul* serial five weekly on ten additional stations for 52 weeks. Stations are: KOA Denver, KDYL Salt Lake City, KIDO Boise and the seven stations of Arizona Broadcasting System—KTAR Phoenix, KVOA Tucson, KYUM Yuma, KAWT Douglas-Bisbee, KYCA Prescott, KGLU Safford, KWJB Globe, Miami. Agency: Kenyon & Eckhardt, Hollywood.

CAMPBELL SOUP Co., Camden, N. J., sponsors 52-week, 15-minute show on WEVD New York. Show is produced by Joseph Jacobs Adv. & Merchandising Inc., New York. Agencies: Ward Wheelock Co. and Dancer-Fitzgerald-Sample Inc., New York.

CHARMORE Co., Paterson, N. J., appoints Monroe Greenthal Co., New York to direct advertising and merchandising of Charmore Carryall. Radio will be used.

BUDGET PACK Inc., Los Angeles, appoints Ted H. Factor, same city, to handle advertising. Firm, now using television on two Los Angeles stations, plans to increase TV schedule and add radio.

G. N. COUGHLAN Co., West Orange, N. J., appoints A. W. Lewin Co., New York, as agency for its "Chimney Sweep" soot remover and "De Moist," mildew preventative. Present radio plans call for spots and some participations in St. Louis, Kansas City, Chicago and other Midwestern Cities, with emphasis on "Chimney Sweep." Company's radio budget not expected to exceed $15,000.

Network Accounts • • •

TONI Co., Chicago, for Toni Home Permanent, is sponsoring, on alternate days, 10:15-10:30 a.m. segment of CBS daily *Arthur Godfrey Show*. Sharing sponsorship of quarter hour on other days, is Wildroot Co., for its hair tonic. Agency for Toni is Foote, Cone & Belding, Chicago.

Adpeople • • •

FRANK A. OBERNDORFER appointed assistant advertising and sales promotion manager of Receiver Sales Div., Allen B. DuMont Labs Inc. He will assist **HENRY R. GEYELIN**, DuMont's advertising manager, in national and cooperative advertising campaigns, as well as handling of sales promotion activities with DuMont dealers and distributors. Mr. Oberndorfer has been engaged in advertising and sales promotion functions for past four years.

"MEH-HEE-KOH" touch adorns WPDQ Jacksonville studios and "super" sales meeting as promotion and merchandising plans for the Frederic W. Ziv Co. transcribed program *The Cisco Kid* and a related contest are discussed. Sponsor of the series is Foremost Dairies, Jacksonville. Seated at the table are (l to r): Frank Taylor Jr., assistant manager of WPDQ; Robert R. Feagin, WPDQ general manager; Ed Volkwein, vice president of sales for Foremost; and Rex K. Smith, sales manager for the dairy. Others attending included salesmen and other employes of Foremost.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
October, 1949

Mr. Arthur S. Pardoll
Sullivan, Stauffer, Colwell & Bayles, Inc.
437 Fifth Avenue
New York 16, N. Y.

Dear Art:

Maybe he'll deny it . . . but "Jim" McConnell, NBC Spot Sales Director, can really sing.

Fact is, he's humming a new tune these mornings, the lyrics for which were provided by WGY. The song goes something like this:

TUNE EIGHT-ONE-O FOR A NEW MORNING SHOW . . . THE SPONSORS ARE HAPPY, HI-HO, HI-HO . . . and here's the story behind the song:

WGY has just inaugurated a new series of morning program features which include EARLE PUDNEY at the turn-table and the keyboard, for 90 minutes, with inspired palaver and top-notch platters. GARY STEVENS, nationally-known recording star, shines with the WGY HEPTET in the "A. M. SHOWCASE" -- 8:45-9:15.

"MARTHA AND VERN" follow with recipe wrinkles, homespun facts, and all sorts of comical hi-jinx. Martha Brooks and Vern Cook are a real selling team -- a happy combination.

What a beautiful morning for the listener, the advertiser . . . and my secretary. (She is lately spending more time at the dial than the file.) It's music to everybody's ears the way the new talent handles the commercials . . . and that's the payoff for the sponsors participating in these shows.

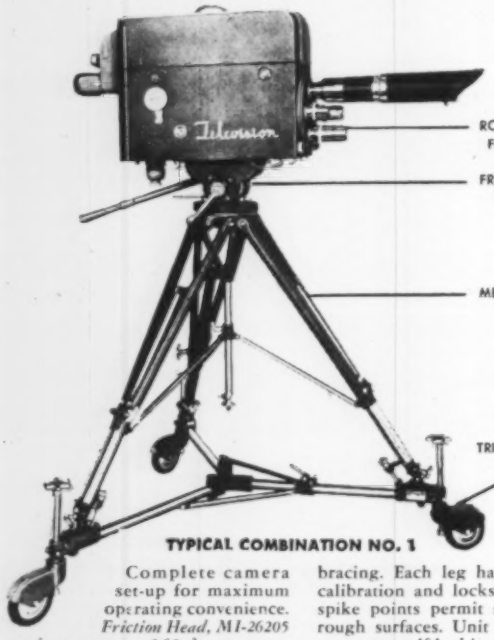
Little wonder Director McConnell is giving out with the dulcet tones. Give yourself a treat. Call him up on Circle 7-8300 and make him sing. We'll wager you'll sing too.

Cordially,

R. B. Wanna

STATIONS MANAGER

RBH:ACS



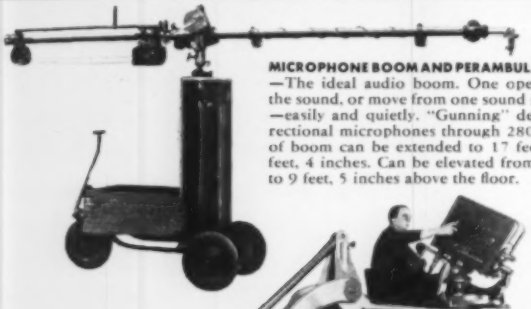
TYPICAL COMBINATION NO. 1

Complete camera set-up for maximum operating convenience. *Friction Head, MI-26205* gives camera 360-degree panning and full tilting action Has "degree-indicator" scales and locking handles. *All-Metal Tripod, TD-11A* uses individual tie rods and center post for sturdy bracing. Each leg has position calibration and locks. Movable spike points permit set-ups on rough surfaces. Unit folds into compact, self-locking package. *Tripod Dolly, TD-15A* takes up a circular area only 57" diameter. Wheel stops for fixed positions. Folds and carries in a compact package.

TYPICAL COMBINATION NO. 2

A complete vhf relay transmitter for difficult terrain and long distances, where radio relay is more practical than coaxial cable. *Tripod Mount Accessory Kit, MI-26518* provides means for mounting relay equipment to tripod. Includes mounting plate, saddle, and bolts. *Relay Tilt Head MI-26206* provides wide adjustment angles for vertical tilt and horizontal rotation. Sealed bearings for all-weather service. Accurately calibrated. Individual locking handles. *Metal Tripod TD-11A* same as Combination No. 1.

Dollies, booms, stands,

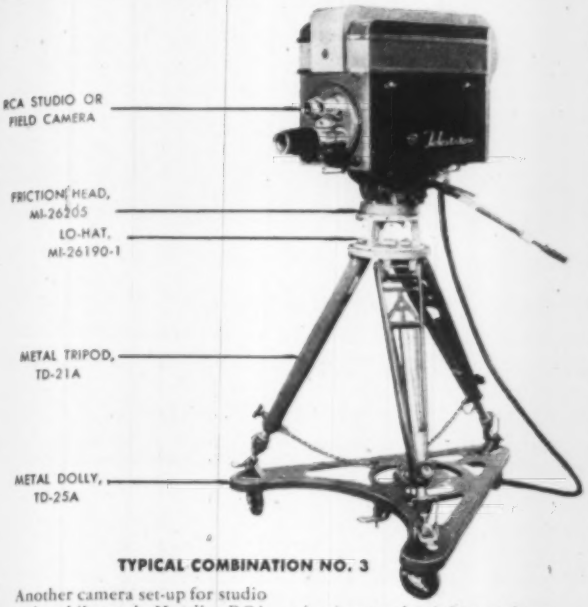


MICROPHONE BOOM AND PERAMBULATOR, MI-26574—The ideal audio boom. One operator can follow the sound, or move from one sound source to another—easily and quietly. "Gunning" device revolves directional microphones through 280 degrees. Radius of boom can be extended to 17 feet; retracted to 7 feet, 4 inches. Can be elevated from 6 feet, 5 inches to 9 feet, 5 inches above the floor.

DE LUXE TV STUDIO CRANE—Specifically for large studios. Enables you to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats. Lens height; from 2 to 10 feet above the floor. Full 360 degrees panning around the crane base. 180-degree panning of the turret table. 100-degree up-and-down lift. Turns in a 6-foot radius.

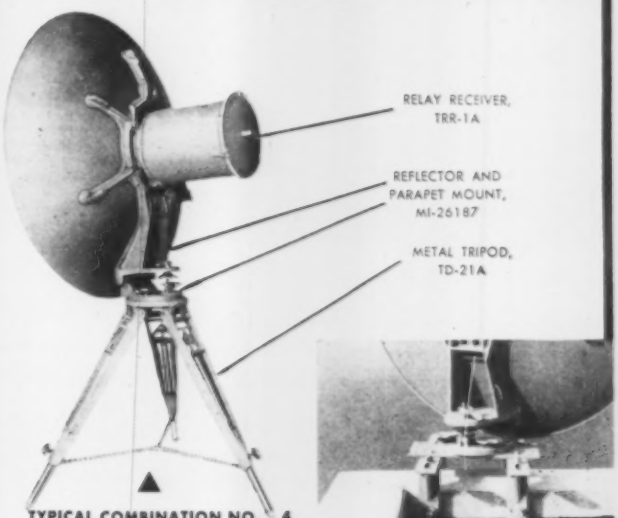
"MAGIC LOCK" BOOM STAND, KS-4A—The handiest microphone boom ever designed for TV studios. Convenient locking devices enable operator to control it with one hand. No set screws. No release mechanisms. No slipping. Each adjustment locks into position. Moves in a 180-degree arc and a base radius of 26 inches. Silent in operation.

STUDIO CAMERA DOLLY, TD-5A—Similar to the dollies used in film studios—but both front and rear wheels turn to the side. Entire unit can be moved sidewise. Stops lock the dolly in a fixed position. Camera crane boom can be elevated from 23 inches to 74 inches above the floor.



TYPICAL COMBINATION NO. 3

Another camera set-up for studio and mobile work. Handles RCA Studio Camera or Field Camera. *Friction Head, MI-26205* same as used in Combination No. 1. *Lo-Hat, MI-26190-1* provides greater freedom and height for camera action. *Metal Tripod TD-21A* for fixed or portable set-ups. Cast aluminum and stainless steel construction. Legs adjustable up to 21 inches. Dual feet; pointed for field work and flanged for fixed service. *Metal Dolly TD-25A.* Non-swiveling. Foot-controls for parallel wheel alignment. Individual wheel and tripod locks.

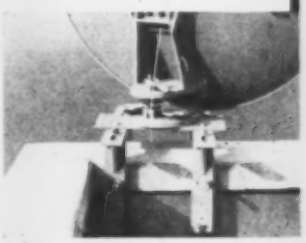


TYPICAL COMBINATION NO. 4

A complete relay pick-up receiving system. Relay receiver and parabola fasten to tripod through Reflector and Parapet Mount, MI-26187. *Metal Tripod, TD-21A* is set up for rough surfaces.

* * *

Field Camera and Friction Head, MI-26205, can be mounted on *High Hat MI-26190-2* for wall or parapet use. Complete assembly is attached to *Parapet Clamp Support MI-26189.*



▲ Here, Reflector and Parapet Mount MI-26187 fasten to Clamp Support, MI-26189—which mounts on top of wall. Relay reflector may also be permanently mounted in wall openings by means of "Gimbal" *Antenna Ring Mount, MI-2620*7 (not illustrated).

mounts, accessories...

for every TV set-up

STUDIO CAMERA PEDESTAL, TD-1A—Television's favorite pedestal for studio and other indoor operations. Moves freely, quietly. Crank handle raises and lowers camera to any height between 40 inches and five feet above the floor. Moves in any direction—or about a point. Panning and tilting provided by Friction Head MI-26205.

PICTURED on these pages are typical units and combinations from the most complete line of television accessories in the industry—application-engineered to meet every pick-up situation called for in your TV operations.

This line of mechanical accessories enables you to select just the right combination for your station operation. It includes every device needed for providing universal camera action in the studio and the field. It provides additional flexibility for maneuvering and covering shots from any angle.

RCA TV accessories are stoutly built to withstand the tough wear and tear encountered in field and studio operations. Yet each unit is a model of mechanical simplicity—easy to transport, easy to set up, easy to adjust, and easy to handle.

RCA TV accessories like these are used today in nearly every television station in the country. For complete information on the entire line, call your RCA Broadcast Sales Engineer. Or write Dept. 19JD, RCA Engineering Products, Camden, New Jersey.

RCA

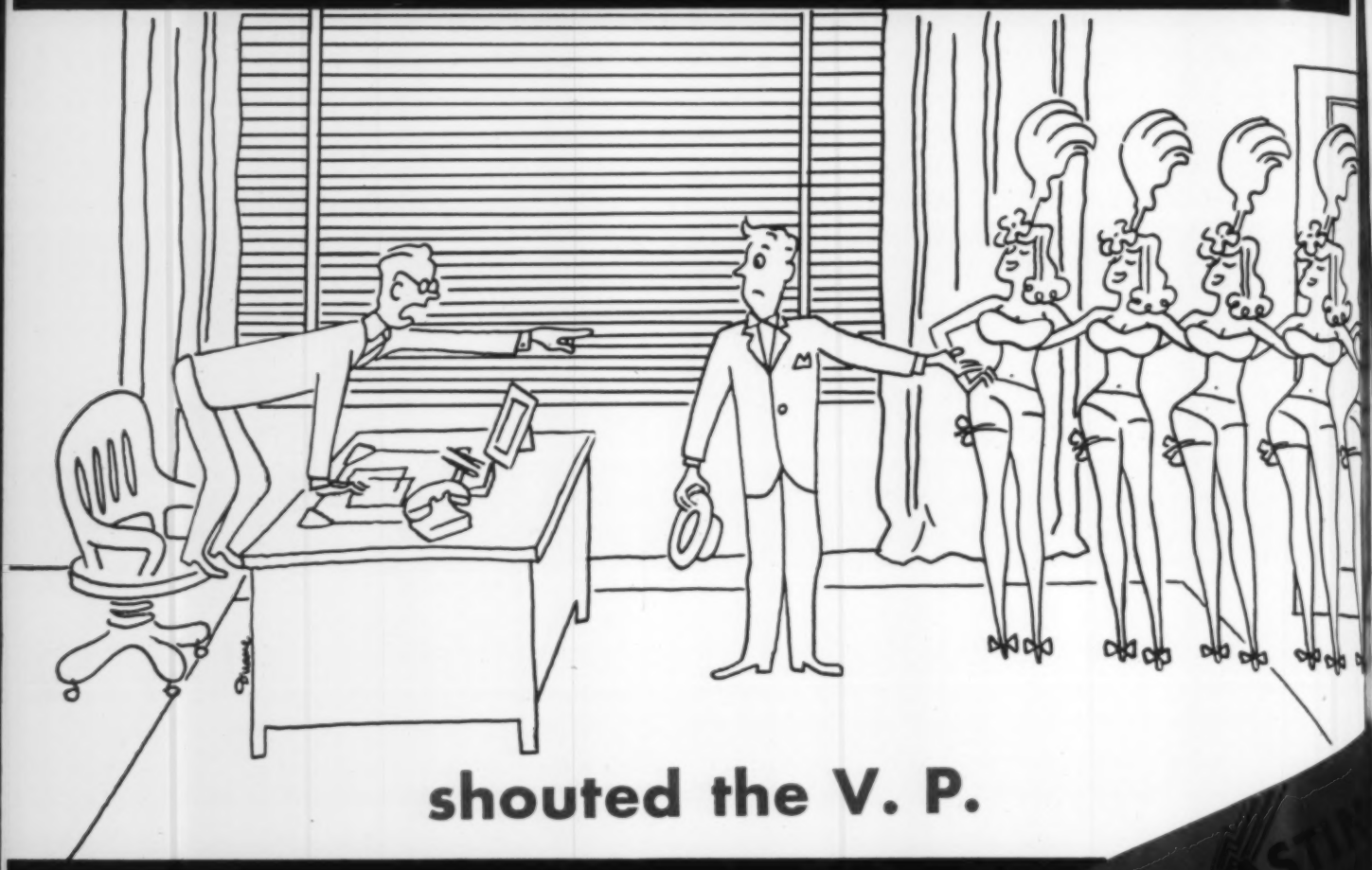
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

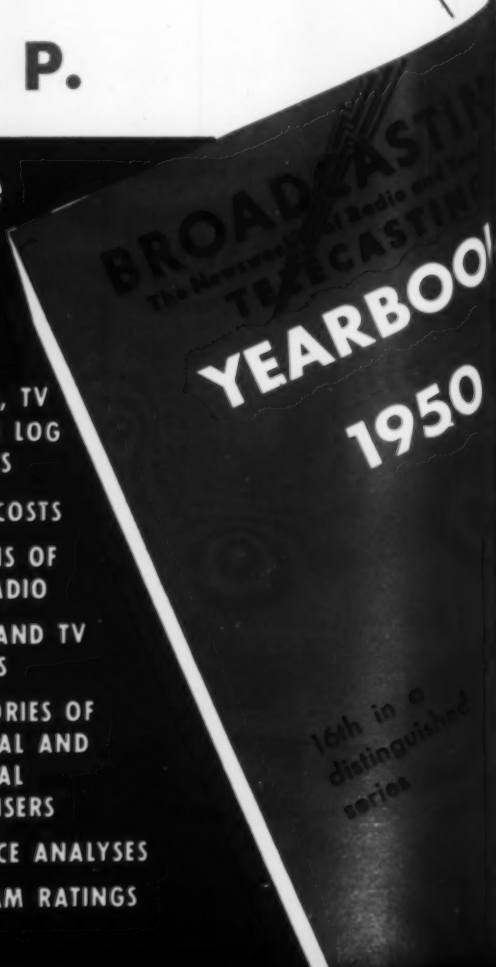
"Those aren't the figures I wanted . . ."



shouted the V. P.

. . . look in the

for facts and figures



- AM, FM, TV STATION LOG BY CITIES
- MEDIA COSTS
- ANALYSIS OF 1949 RADIO
- RADIO AND TV BILLINGS
- DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
- AUDIENCE ANALYSES
- PROGRAM RATINGS

mail NOW!

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

☐ ⅛ PAGE $70 ☐ ¼ PAGE $120 ☐ ½ PAGE $200 ☐ 1 PAGE $350 ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers.

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNED BY _____

FINAL AD DEADLINE: DEC. 1st 1949 -:- GUARANTEED CIRCULATION: 17,000

k-nuz presents

THE WORLD'S LARGEST DISC JOCKEY SHOW!

Yes, each Saturday these top recording artists spin the discs, in quarter-hour segments, from 1:45 to 5 p.m.

BENNIE HESS
TINY SMITH
LEON PAYNE
BEN CHRISTIAN
BENNY LEADERS
JIMMY SHORT
COLLIE CORNPATCH
LITTLE MARGE
PETE HUNTER
FLOYD TILLMAN
HANK LOCHLIN
JERRY JERRICHO
JERRY IRBY
WOODY & SMITTY

Saturday's Share of Audience July, 1949, Hooper rating for K-NUZ—12.8. This super buy available at K-NUZ's low rates.

NATIONAL REP. FORJOE & CO.
Dave Morris, Gen. Mgr.

"Your Good News Station"

k-nuz

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

Milestones

THE indomitable Isaac Potts (2d left), sponsor of *Little Potts Sing 'N Win* on WFBR Baltimore, celebrates the ninth anniversary of his program by taking over the job of m.c., commercial announcer and the part of second tenor in the *Lather Boys Quartet*. The studio audience seemed to think Mr. Potts has talent and salesmanship.

► Robert Trout, NBC newscaster, commemorated his 18th anniversary behind a microphone on Sunday, Oct. 16, by re-reading his first news program. Startled listeners heard reports on the Manchurian crisis and League of Nations council sessions, the impending death of Thomas Edison and a political scrap involving Huey P. Long.

► Charley Stookey has celebrated his 17th anniversary in early morning radio in St. Louis. He is the farm editor for KXOK St. Louis. He originated the *Farm Folks Hour* at KMOX that city in 1932.

► WXYZ-TV Detroit celebrated its first anniversary Oct. 9 with announcement that it is now telecasting 49 hours per week.

► Kenyon & Eckhardt Inc., New York, is celebrating its 20th anniversary this month.

► Jay Stewart, m.c. of ABC *Surprise Package*, celebrated his 10th year on radio Oct. 14.

► Don Wilson this month celebrates his 25th year in radio and 20th year as an announcer.

► Monty Masters, writer-producer at KNBC San Francisco, celebrated the first anniversary of his weekly afternoon *Monty Masters Variety Show*, with large studio party at KNBC's Radio City last week.

► Herman D. Taylor has completed a quarter of a century with WTIC Hartford, Conn. He is plant manager for the station.

► V. La Rosa & Sons, extensive users of Italian-language radio time in the Northeast, celebrated the beginning of their nineteenth year of broadcasting in the same time-slot on WOV New York. Program, *La Rosa Hour*, has been placed by Commercial Radio Service, New York, since its inception.

SEVEN-FOOT birthday cake tops height of Harold E. Fellows, general manager of WEEI (CBS) Boston, at the station's "Silver-Letter-Day" commemorating 25 years of broadcasting. WEEI held all-day open house last month with the mail-bag containing congratulations from military and naval commandants, prominent political figures, former employes, other networks and independent station managers. One fourth of WEEI's staff are members of its 15-year Club and half that number are ready to secede this year to form a 20-year Club. E. B. Rideout, meteorologist, has been with the station all of the 25 years less 10 months; Carl Dickerman, chief announcer, 23½ years, and Caroline Cabot's *Shopping Service* 23 years.

McCANN-ERICKSON
Honors 30-Year Executives

TWO executives of McCann-Erickson, San Francisco, retiring after more than 30 years service, were honored at a testimonial dinner at San Francisco's Bohemian Club Oct. 12. Five other active executives with more than 30 years in the firm shared honors with the retiring members at the dinner.

Leaving the agency were C. Edgar Persons, vice president and account executive who joined McCann-Erickson in 1919, and Francis Todhunter, art director, who joined the firm in 1917. Guests of honor remaining with the firm were Henry Hawes, vice president and general manager, with the firm 35 years; Roswell Cochran, vice president and account executive, 30 years; Frederick H. McCrea, vice president and account executive, 30 years; Joseph H. Eastman, copy department, 30 years; H. W. Thomas, Los Angeles account executive, 30 years.

First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

HOOPER STATION AUDIENCE INDEX
CITY: NASHVILLE, TENNESSEE
MONTHS: July-August, 1949
Total Coincidental Calls—This Period - 15,115

INDEX	HOMES USING SETS	"A"	"B"	"C"	"D"
WKDA	31.1	21.5	18.6	15.5	11.5
Total Rated Time Periods	21.9				

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

WKDA
MUSIC • SPORTS • NEWS

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 37, No. 17 WASHINGTON, D. C., OCTOBER 24, 1949 $7.00 A YEAR—25¢ A COPY

NELSON DISCUSSES P. I.

Holds Stations Responsible

By LINNEA NELSON

IN VIEW of the many articles and letters published recently in connection with per inquiry broadcasting, I can't resist commenting on the subject. Never having purchased any of this type of broadcasting I hope that I am able to present a strictly unbiased attitude.

Not long ago I wrote the NAB on the subject of rate cutting, local vs. national rates and per inquiry broadcasting; and concluded by saying that the last would seem far more legitimate than the other two.

Early this year I brought up the subject at the national meeting of our AAAA Committee on Radio and Television Broadcasting. This committee is made up of people involved with time buying from all sections of the U.S. Much to my surprise, a few of the members were unaware of this form of purchase in the broadcasting business. Of those who knew about it, some had been approached by stations offering this type of buy and others by their clients who had been approached either by stations or companies which are specializing in this type of business.

As a group of timebuyers who are responsible for knowing about everything that is going on, we felt it necessary to recommend that the AAAA send a bulletin to all its member agencies advising them of what seems to be a fairly widespread practice. Our position, on any such matters, is not to recommend for or against such use, but to advise that should it be necessary for them to look into it there is no reason why such a purchase must be limited to a certain few. We said it was the responsibility of any advertising agency to be in a position to purchase for its clients anything that anyone else can, at an equally low cost and just as effectively.

It was pointed out at our meeting that in addition to some companies specializing in per inquiry business —who incidentally are not averse to working with advertising agencies and granting the customary commission—many stations carry this type of broadcasting on their own. We said there was no available list of such stations and should it be necessary to get the information it would be necessary to write to the stations. That could be why some inquiries are being made.

I have personally had several sales pitches made to me for per inquiry business by good stations—and they are NAB members. (Let's face it—a halo does not automatically become a part of the membership of any industry organization!) As a result of one of these sales stories I presented the plan to a mail order account which uses newspapers (straight rate basis, though). However, the station after seeing the product felt it had to be shown in color and would not make a good per inquiry item for radio.

Not All Suitable

Maybe it is fortunate that not all products are suitable for mail order per inquiry broadcasting, because then our lives might very well be based on a day-to-day existence rather then building toward a constructive future for manufacturing, distribution and sales. Local retail sales outlets are a part of our American way of life, and it doesn't seem possible that per inquiry broadcasting can grow to such an extent that the present system will be damaged. And I do not think that manufacturers could continue to pay such a high percentage of the sale price of an article for very long. (At least, not the percentages I have been quoted).

Has anything been heard publicly from any of the stations that carry per inquiry broadcasting? What have been their experiences? Would they recommend that other stations look into it—and if so what should they watch out for? It would be extremely interesting to get the point of view of the user. The user should not be ashamed to tell his story because the evident growth of per inquiry broadcasting is testimony to the fact that it has paid out for some products.

I may yet be involved in writing stations throughout the country inquiring about their policies in this connection. And I won't hang my head in so doing because I can't buy anything the station doesn't have for sale. I will be less embarrassed doing this than when I have to write a station that has undercut my price quotation to a client by quoting the local dealer much less. Should I ever find myself in the position of buying any per inquiry broadcasting as a service to any present or future clients, you can bet your life that the costs

(Continued on page 35)

IN THE COURSE of 22 years service with J. Walter Thompson Co., New York, Linnea Nelson, timebuyer, has bought more than $100 million in time. The agency, one of the most active in radio and television, handles an estimated billing of $12,000,000 a year in those media. Its fall radio activities include national network shows for Swift & Co., Libby, McNeil & Libby, Kraft Foods Co., Johns-Manville Corp., and Lever Bros.

JWT has a regional network program, *Boston Blackie*, on the Columbia Pacific Network for Safeway Stores, and spot schedules for such firms as P. Ballantine & Sons, Fanny Farmer, Ford Dealers, Indiana Bell Telephone Co., International Minerals & Chemical Corp., Kraft Foods Co., Lamont, Corliss & Co., Lever Bros., Northern Trust Co., Devoe & Reynolds, Penick & Ford Ltd., San Francisco Chronicle, RCA, Scott Paper Co., Shell Oil Co., Standard Brands, Swift & Co., Trailer Coach Mfg. Co., Ward Baking Co., and Washington State Apple Commission.

In television, the agency has network programs for RCA Victor, Lever Bros., Kraft Foods Co., P. Ballantine & Sons, Wine Advisory Board, Scott Paper Co., and Libby, McNeil & Libby. It handles local television programs for J. B. Williams Co. and Ford Dealers Assoc. of Southern California.

Miss Nelson joined J. Walter Thompson's New York office in 1927 as a typist. Soon she began working on the then pioneering problem of buying radio time. She bought the first network show, for Royal Desserts, in 1929.

She is a member of the board of directors of Broadcast Measurement Bureau and a member of the American Assn. of Advertising Agencies' timebuying committee. She was a principal contributor in the writing of the first AAAA-NAB radio contract and has been prominent in rate card standardization and audience measurement activities.

The AAAA's Statement On Per Inquiry Business

BULLETIN NUMBER 1737 Aug. 24, 1949

OUR Committee on Radio and Television Broadcasting has recommended that member agencies be bulletined regarding the present status of "per inquiry" radio advertising.

Under this form of advertising, some radio stations offer agencies and advertisers their facilities (usually on a special program or participation basis) to advertise for direct mail order sales. In most instances, the advertiser—either direct or through his advertising agency—pays the station, as compensation for air time, a percentage of the total sales of items sold as a result of such broadcasting. In many cases when such advertising and billing is handled through the advertising agency, the customary 15 per cent commission is allowed on the amount billed.

Rates for this type of advertising are not published in any instance that we know of. As a result, it is almost always necessary to query stations in connection with each schedule.

Many stations do not accept per inquiry business, and stations should not be expected to make exceptions to their curent policies.

Also, the National Association of Broadcasters and the National Association of Radio Station Representatives are on record as opposed to per inquiry business in principle. The N.A.B. tells us that in some instances agencies have lost other clients because of handling per inquiry advertising. . . .*

If clients of A.A.A.A. agencies are interested in per inquiry business, they should be made aware that this type of broadcast advertising when sold by a station is available to any advertiser, through any agency, subject to the station's acceptance of product and copy.

*Editor's Note: Two paragraphs indicated were deleted by request of AAAA as confidential to its membership.

ABC STOCK SPURT

Revives Speculation

A SUDDEN FLURRY of trading in the New York Stock Exhange has lifted ABC stock out of the doldrums in which it had languished since early this year and by last week revived speculation as to the identity of buyers.

After a short period of brisk activity in early January, during which the stock rose to a high of 10 and ½, the ABC issues began a decline in volume and price, which reached bottom before the middle of the year when they were a drug on the market at 5 and ½.

The recently accelerated trading has elevated the price to as high as 8 and ⅞, reached last Wednesday when 9,800 shares changed hands.

Reasons advanced for the increased activity varied, but competent observers agreed that the rise in price that accompanied an enlargement of volume could indicate only that a buyer's market prevailed.

The situation was not unlike that which obtained at the end of 1948 and the beginning of 1949 [BROADCASTING, January 17] when weekly trading at one point reached a total volume of 38,800 shares in a market in which prices rose steadily.

At that time it was conjectured that Twentieth Century-Fox Film Co., or its president Spyros Skouras, may have been endeavoring to acquire a voice in ABC by skillful stock buying after the failure of efforts by the film company to negotiate the purchase of ABC from Edward J. Noble, ABC chairman of the board and principal stockholder.

There was no confirmation of that conjecture then, and there was none to indicate it might be so now, although plainly the behavior of the market suggested centralized buying in ABC stock.

Last December, when the trading in ABC stock also indicated a buyer's market, it became known that three executives of the corporation had unloaded a total of 51,800 shares they had owned directly.

One of them, Robert E. Kintner, executive vice president, has sold still more of his stock as recently as last month, it was learned. In September Mr. Kintner sold 1,900 shares, leaving him with 12,700 still in his direct ownership.

As of the first of the year Mr. Kintner held 16,000 shares. He disposed of 1,400 in the interval between then and last Sept. 1.

The spurt in ABC stock trading was coincidental with a rise in volume and price of other so-called radio stocks, including RCA and CBS, most of which have improved in recent weeks.

Wall Street observers attributed the general increase of interest in radio issues to a belief by the public that anticipated Christmas sales of radio and television receivers would hike the prices of manufacturers stocks.

HENRY FORD 2nd (l), national chairman of Community Chests of America, thanks Charles G. Mortimer Jr., chairman of The Advertising Council and vice president, General Foods Corp., for the council's help in securing radio support, through the Radio Allocation Plan, from advertisers and networks for the 1949 Community Chest drives in October.

The explanation, however, would hardly apply to ABC which manufactures nothing and relies exclusively upon income from broadcasting. The suggestion that despite its lack of manufacturing ABC might be riding the tail of a wave of buying by ordinary investors in radio stocks generally was also rejected. Every exploration of the motivation of ABC buying led back to the apparently inescapable conclusion that the buying was not being done by just folks.

As long ago as last April Mr. Noble himself, at an annual stock holders meeting, described ABC as speculative and not a proper purchase for investors of small means.

Reports Substantiate View

Subsequential financial reports issued by ABC have indicated no reason to alter Mr. Noble's estimate. The mid-year report showed the network suffered a net loss of more than $41,000. Although time and program sales since then have doubtlessly improved ABC's position, they have not been in sufficient quantity to justify any change in the description of ABC stock as speculative, observers felt.

The recent movement of ABC stock on the New York Stock Exchange is shown in the following day-by-day schedule.

Date	Volume of Shares	Closing of Price
Oct. 7	200	7⅜
8	600	7⅜
10	1,000	7½
11	1,000	7¾
12	(Holiday)	
13	2,600	7⅜
14	900	7¼
15	1,100	7¾
17	4,200	7¾
18	13,900	8⅜
19	9,800	8⅞
20	1,800	8¼

On Oct. 18 ABC was among the 10 most active stocks on the exchange. RCA stocks that day [illegible] all others, with 37,000 being trad[illegible] A total of 13,900 ABC sha[illegible] changed hands. ABC has a t[illegible] of 1,689,017 shares outstand[illegible] while RCA has 13,857,150.

AFA CAMPAIGN

To Stress Reducing Co[illegible]

ADVERTISING as a means of [illegible] ducing consumer goods costs, [illegible] increasing them, is the theme [illegible] the third campaign of the Adve[illegible] tising Federation of America [illegible] promote a better public unde[illegible] standing of advertising."

The campaign theme was [illegible] vealed at a news conference Thur[illegible] day in New York by Ralph Smit[illegible] executive vice president of Dun[illegible] Jones Co., and chairman of t[illegible] AFA committee for the campaig[illegible]

Nine spot announcements for u[illegible] by radio stations have been pr[illegible] pared, and are going with lette[illegible] to every station in the count[illegible] charging $50 or more per hour f[illegible] time, along with a free disc offe[illegible]

Campaign messages are brie[illegible] Mr. Smith said, because time a[illegible] space are donated. AFA's nam[illegible] does not appear in ads or is n[illegible] mentioned on transcriptions as [illegible] was the group's purpose "to pr[illegible] mote advertising, not AFA."

SCAAA MEETING

Radio-TV Panel Sc[illegible]

RADIO and television will get th[illegible] spotlight at the meeting tonig[illegible] (Oct. 24) of the Southern Califor[illegible] nia Advertising Agencies Assn. a[illegible] Rodger Young Auditorium, Lo[illegible] Angeles.

Representing radio, William Shaw, assistant sales manager o[illegible] Pacific Network will discuss "How Radio Pays Off." For televisio[illegible] John Vrba, promotion manage[illegible] KTTV (TV) Los Angeles, will take up "TV Success Stories of Loca[illegible] Advertisers." Edward G. Neale owner, Neale Adv., Los Angeles, is meeting chairman.

Why NARBA Blood Boils . . . . . AN EDITORIAL

BLOOD BOILS at the NARBA conference in Montreal, and it isn't all Latino.

Our delegation is aroused because of what it probably regards as ill-timed and unwarranted unofficial proposals to invoke "sanctions," economic as well as electromagnetic, against the wave-jumping of Cuba and Mexico, (in utter disregard of our hemispheric understanding). And the Cubans (Mexico isn't officially attending the conference) evidently feel that U. S. broadcasters have committed a diplomatic gaucherie (the accepted term is "insult").

This strange state of affairs erupted last week after the NAB Fourth District, meeting in Pinehurst, adopted a sizzling resolution aimed at Mexico and Cuba. The resolution emanated from a district which has cradled many a controversy. It is a district in which every man is an orator, and every orator a zealot.

The resolution having been duly adopted, copies went to the President, the Secretary of State, the Chairman of the FCC, the Chairman of the U. S. delegation to NARBA, and the members of the Senate and House Foreign Relations Committees.

The U. S. delegation to Montreal was polled. Only one of 20 felt the resolution was warranted. The others deplored it. The view was that the conference could get somewhere if patience and tact were used. To threaten another war or economic sanctions, it was felt, would bring together the delegation from Cuba, which till now has been divided. It would fire the spirit of nationalism.

We are not schooled in the devious ways of diplomacy. We do not understand the Latin let's-put-off-until-tomorrow-what-can-be-done-today approach. We do believe that the Cuban demands were a grandiose bluff, and that she was simply bargaining for position. And that Mexico absented itself because it had nothing to gain by being present.

Facts are facts. Cuban and Mexican stations are causing ruinous interference on many of the channels assigned by treaty to the U. S. They are wave-jumping all over the spectrum. Such tactics do not augur for good faith or good fellowship.

We deprecate high-pressure tactics. And we certainly are in favor of tact just as vehemently as we're opposed to sin. But co-operation, whether its international or local, is a two-way street.

The first move, it is crystal clear, is for the Cubans and the Mexicans to get on their own sides of the radio street. Then let the NARBA conference proceed in orderly and gentlemanly fashion on equitable allocations and uniform standards.

We respect our Latin neighbors. They should respect us in kind.

Let's bury the tommyhawks and machetes, and start from the beginning with a return to the allocations status quo. There will be time enough for pyrotechnics, ethereal and otherwise, if negotiations break down.

Mexico and Cuba: It's your move—back to the pre-Montreal assignments.

TWO NAB board members took part in District 4 meeting, Campbell Arnoux, WTAR Norfolk, district director, and Frank U. Fletcher, WARL Arlington, Va., FM director-at-large. In convention group (l to r): Don S. Elias, WWNC Asheville, N. C.; Mr. Arnoux; NAB President Justin Miller; Mr. Fletcher; George B. Storer, WWVA Wheeling, W. Va.

SOUTHEASTERN quartet at the District 4 meeting last week in Pinehurst (l to r): Phil A. Allen, WLVA Lynchburg, Va.; Robert M. Wallace, WCHS Shelby, N. C.; Harold Essex, WSJS Winston-Salem, N. C.; B. T. Whitmire, WFBC Greenville, S. C. Messrs. Allen, Wallace and Whitmire, head their state associations.

PROTECT U. S. CHANNELS

NAB District 4 Resolves

By J. FRANK BEATTY

U. S. BROADCASTERS will fight for the right to keep the North American air free from chaotic Cuban and Mexican interference, judging by first industry reaction to Latin squatting on American frequencies in defiance of post-NARBA pledges.

NAB District 4 broadcasters set the pace for an all-out battle to protect U. S. channels at the Oct. 17-18 Pinehurst, N. C., meeting. Nearly 300 delegates unanimously adopted a stinging resolution calling on governmental agencies to invoke full sanctions against Cuba and Mexico (see text below.)

The action indicated that growing industry indignation over the destructive interference will receive the attention of the White House, State Dept., Congress, FCC and particularly the members of the U. S. delegation attending the third NARBA conference now in session at Hotel Windsor, Montreal.

In its spontaneous action, District 4 threw into the battle the weight of 207 stations whose delegates took an active part in what was described as the largest district meeting in NAB history.

Campbell Arnoux, WTAR Norfolk, Va., presided at the meetings as District 4 director. Delegates represented stations in District of Columbia, Virginia, West Virginia and North and South Carolina.

Aside from the NARBA action, the meeting paralleled the other district meetings that started in Cincinnati early in September. Sales discussions occupied an entire day as Maurice B. Mitchell, director of Broadcast Advertising Bureau, conducted a shirtsleeves clinic on broadcast advertising.

Several resolutions departed somewhat from the pattern of prior district sessions. The delegates unanimously adopted a resolution offering cooperation of the district to the U. S. Census Bureau in the world's largest statistical undertaking, the 1950 decennial census. The resolution urged the bureau to include FM in the 1950 count of radio and television homes.

A resolution that drew considerable comment centered around BAB, whose achievements under Mr. Mitchell's direction were highly praised. Argument developed over a proposal that the NAB board be urged to reconsider its action proposing to separate BAB from the association. On behalf of the board Mr. Arnoux explained that the idea behind the separation policy was first to give BAB full rein to tear into other media, and second to draw additional funds from sources outside the association itself. Eventually the resolution was adopted unanimously.

Another debate developed prior to adoption of a resolution calling for creation of a new corporation outside NAB to succeed Broadcast Measurement Bureau. The corporation would be set up along the lines of BMI. Its purpose would be to enable the industry to meet the competition of other audience measurement services and be wholly supported by advertisers, agencies and broadcasters. The work of Dr. Kenneth H. Baker, BMB acting president, was lauded.

The U. S. Bureau of Internal Revenue's new policy by which more components of TV sets with continuous tuning switches are subject to the 10% excise tax was condemned as "discriminatory." The tax threatens to stop production of some TV models which also bring in the 88-108 mc FM band [BROADCASTING, Oct. 17].

Other resolutions endorsed the

(Continued on page 36)

District 4 Resolution Urging Protection for U. S. Channels

WHEREAS the North American Regional Broadcasting Agreement, first executed in 1937, and subsequently modified and extended in 1941 and 1946, between the United States, Cuba, Canada, Mexico and certain other countries of Central America, adopted a method of eliminating interference between radio broadcasting stations of the respective countries by equitable allocation of frequencies and the use of directional antennas,

And whereas, pursuant to previously agreed upon procedure, it was anticipated that a status quo would be maintained by the respective countries during the deliberations of the present NARBA conference now meeting in Montreal for the purpose of effectuating a new treaty to replace the one now expired,

And whereas, Cuba has disregarded its pledges to continue the status quo operation until a new treaty is ratified; and Mexico has declined even to attend or take part in the Montreal conference and whereas these countries have permitted their licensees to greatly increase their emissions of power toward United States stations in direct violation of the status quo and to begin operations on frequencies hitherto reserved for the United States only,

And whereas, this practice has resulted in unbearable and chaotic interference in the service areas of many American stations and has severely impaired or destroyed service on which millions of American citizens depend for daily information, entertainment, and education, in hundreds of communities in this country,

And whereas, this situation is being further aggravated daily as more and more Cuban and Mexican stations increase power or move on to channels assigned to United States stations, thus constantly extending the areas of chaos,

And whereas, it appears to be the ultimate aim of Cuban and Mexican officials to break down all clear channels in this country and to further restrict and degrade service on the presently overcrowded regional channels in order that they may obtain many more channels for their own use out of all proportion to the population and receiving sets of their countries at the expense of the United States,

Therefore, be it resolved that the Government of the United States formally request the Governments of Cuba and Mexico to order the broadcasting licensees of their respective countries to return immediately to the frequency assignments, power and directional assignments as provided for in the North American Regional Broadcasting Agreement, and to maintain the status quo, as previously pledged, until such time as a new treaty is ratified or until negotiations seeking same are broken off by the countries involved,

And be it further resolved that all American Broadcasting stations opera-

(Continued on page 37)

NARBA REACTION

Regrets District 4 Action

THREATS to invoke economic sanctions against Cuba and Mexico to halt their channel grabbing, as proposed by NAB District 4 (see story this page), were regretted last week by most members of the U. S. delegation at the Montreal NARBA conference.

A poll by BROADCASTING, taken after members of the American group had been informed of the District 4 action, showed that only one delegate endorsed the strongly worded resolution.

High-pressure tactics at this point in the diplomatic maneuvering might arouse nationalistic spirit among factions within Cuba's delegation and upset the progress already made, most of the U. S. delegates contacted pointed out. This would mean a loss of goodwill among the Cubans, it was felt, and tend to preclude any chance that Mexico might go along with a treaty should one be adopted.

Action of District 4 was viewed by some of the U. S. delegates as inappropriate and untimely. Adoption of such a resolution during early stages of the negotiations, or even before the conference got down to serious business, would not have embarrassed the U. S. delegation, it was suggested, but it makes the whole job tougher now that the official preliminaries are out of the way.

One delegate's view was that the resolution would be regarded by both Cubans and Mexicans as an affront and produce the very opposite reaction from that anticipated. Another view was that the interference situation is critical and demands plain talk.

The Montreal NARBA conference, under way a month-and-a-half, approached the critical stage at the weekend as a technical committee started setting up a list of stations regardless of channel classification and with each country putting down its objection or lack of objection.

With this narrowing of the issues, the committee started at 540 kc and prepared to go right down

(Continued on page 35)

STORES BUY MORE

Schuster's Heads Retail Sponsors

ED. SCHUSTER & Co., Milwaukee, Wisconsin's largest department store and described as perhaps the largest single market radio user in the nation [BROADCASTING, May 2], has further increased its time buying for the fall and early winter.

The contract features a list of expanded radio and television purchases by clients of Cramer-Krasselt Co., Milwaukee agency.

Besides buying a TV schedule to promote its own services, Cramer-Krasselt has placed audio contracts for Golden Rule, large St. Paul department store whose new schedule is described as the largest daytime block purchase in Twin City history. A third retailer, Broadway House of Music, musical department store, is running TV spots in Milwaukee.

The Schuster radio schedule totals 31 hours per week, six hours more than the record-setting lineup last spring.

Four Milwaukee stations — WMIL, WEMP, WEXT and WMAW—are carrying the current lineup, scheduled to run at least through Christmas. Two morning half-hours, an afternoon hour and a supper serenade half-hour are carried on WEMP, all Monday through Friday. On WMAW Schuster is sponsoring a 20-minute morning program, half-hour musical matinee and 10:15-11 p. m. serenade, Monday-through-Friday.

The WMIL package consists of on-the-hour news from 8 a. m. to 5 p. m., six days a week; 15-minute morning variety show; quarter-hour musical at 1:15 p. m. and *Fritz the Plumber*, 2:45-3 p. m. The three last-named series are five-weekly. Schuster's WEXT contract includes three five-minute musical segments, five-weekly.

Cramer-Krasselt has placed a four-program television schedule for Schuster's on WTMJ-TV Milwaukee as part of its expanded use of the medium on behalf of eight local clients. The programs include 15-minute segments of the *Song Shop* 4:15-4:30 p. m., thrice weekly, plus *Roving Camera*, a 9:50 p. m. Sunday film show.

In addition Schuster's is using spot announcements and special events on WTMJ-TV.

Golden Rule, St. Paul, has signed with WMIN Minneapolis for 11 quarter-hour broadcasts and 23 half-hour shows a week following a successful test started on WMIN last May. The programs run from 9:30 a. m. to 11 p. m., mostly five or six days a week.

On WLOL Minneapolis, Golden Rule has signed for 11 quarter-hours a week, including six-weekly morning and five-weekly afternoon musical periods.

Broadway House of Music, musical department store in Milwaukee, is running a spot schedule on WTMJ-TV, using Cramer-Krasselt one-minute films. Also using the agency's one-minute film commercials on the station are Pflugradt Co., General Electric distributor, and Milwaukee Co., investments and securities.

Two other financial institutions are buying WTMJ-TV time. Marine National Exchange Bank is starting the second year of its famed *Salute to Wisconsin* [BROADCASTING, July 25]. The budget for this 9:30-10 p. m. Wednesday program has been increased 80% as a result of its outstanding success during the first year, according to Cramer-Krasselt.

First Federal Savings & Loan Assn., after an exhaustive 13-month test campaign comparing costs and results of television and other media, has quadrupled its original TV budget.

Plankinton Packing Co. sponsors a sports TV roundup, 10-minute score board and feature program, after all college and professional football games telecast by WTMJ-TV. Starting Nov. 1 Plankinton will take the 5:59 p. m. spot, Mondays through Saturdays, for one-minute weather reports using the Harry S. Goodman puppet weather jingles and special commercials co-produced by Goodman and Cramer-Krasselt. The sponsor is testing afternoon TV.

Cramer-Krasselt will "eat some of its own medicine" in starting a 26-week contract on WTMJ-TV. The agency will use one-minute nighttime commercials built around capsule stories of its local and national accounts.

Films have been completed by Cramer-Krasselt for national placement by Rolfs, division of Amity Leather Products Co. (personal leather goods) and for Aluminum Goods Mfg. Co. (Mirro). Schedules for the two accounts have not been completed.

COSGROVE

Resigns From Avco Post

RAYMOND C. COSGROVE, president of Radio Mfrs. Assn., has resigned as executive vice president of Avco Mfg. Corp., it was announced last week by Victor Emanuel, Avco president.

At the same time, it was announced Mr. Cosgrove will remain as a member of the Avco board and in a consulting capacity to management. He will also continue to represent the Crosley Division of Avco in the RMA.

Reason for his resignation was not announced but a reliable source said he believed Mr. Cosgrove felt that between his executive duties for the company and his RMA post, his work had been too rigorous.

It also was said there is no intention of immediately filling his post as executive vice president.

Responsibility for those duties will revert to Mr. Emanuel, who delegated them to Mr. Cosgrove in June 1948.

Color TV--This Week's Summary

RCA ASKED FCC last week for two months' postponement of the Nov. 14 comparative demonstrations of color television systems, while Philco Corp. and Allen B. DuMont Labs. in the meantime went to the aid of Color Television Inc. in work on equipment for the CTI system, including a direct-view color tube.

In its bid for delay of the comparative showings until January, RCA told the Commission it needs the extra time for adequate field-testing of its color system and for production of additional direct-view sets to permit a "fair" comparison with rival systems. Further, RCA contended, a postponement should be made so that CTI may participate then.

FCC's official time-table for the hearings, issued the week before [BROADCASTING, Oct. 17], made no provision for sessions after the completion of cross-examination, which is scheduled to start Dec. 5 and probably will take up most of the month. It called for Nov. 14 comparisons of the RCA and CBS color systems and black-and-white to be shown by DuMont.

RCA told the Commission, however, that CTI not only expects to be given a comparative showing with RCA and CBS but also has indicated, through counsel, that "CTI plans to have its equipment in Washington by the end of January for the purpose of such a comparative demonstration."

The Commission is slated to go to San Francisco for an official look at the CTI system the week of Nov. 28, though Comr. Robert F. Jones suggested several times last week that this showing might better be held in the East.

Preceding disclosure of Philco's and DuMont's decision to work with CTI, counsel for Radio Mfrs. Assn. reported that manufacturers feel each of the rival color systems is entitled to a demonstration with the best apparatus available. Thus, it was pointed out, CTI had been offered assistance on equipment problems including development of a direct-view tube which figures prominently in the CTI outlook.

CTI spokesmen have estimated that with a direct-view tube existing black-and-white sets might be converted to CTI color for about $65 to $75. Their current proposals, however, are based on use of projection sets.

Using the projection method, they estimated CTI color sets would cost from 5 to 10% "more or less" than existing monochrome projection receivers; that present projection sets could be converted for about $100, assuming a re-sale value of approximately $100 for the parts replaced, and that conversion of direct-view sets—again unless a direct-view tube is available—probably would cost $200.

CTI Vice President George E. Sleeper Jr., who presented the estimates, was questioned sharply about his assumption that replaced monochrome parts would have a substantial re-sale value.

Except for brief questioning of Dr. Peter C. Goldmark, developer of the CBS color technique, the week's sessions were devoted to CTI testimony, most of which centered on highly technical explanations of the all-electronic, "completely compatible" system. Witnesses were Mr. Sleeper and Samuel B. Smith and Col. Donald K. Lippencott, of San Francisco.

The Commission meanwhile was told by Skiatron Corp., of New York, that it held patents on a "subtractive" color system which is superior to "additive" processes employed in the RCA and CBS systems, and that it would have witnesses available to testify after Nov. 15.

FCC's intention to make its own tests of the RCA, CBS, and CTI color systems was made clear earlier in the week when Chairman Wayne Coy called upon these firms to deliver receivers to the FCC laboratories.

(Detailed resume of hearings, page 42)

NETWORK BILLINGS

P&G Top in Aug.

GROSS BILLINGS of the four nationwide AM networks in August totaled $12,164,974, according to figures released last week to BROADCASTING by Publishers Information Bureau. Figure is 14.5% below the combined network gross time sales of $14,231,502 in August 1948.

Combined network gross for the first eight months of this year, according to PIB data, is $125,027,864. This total is 3.5% below the $129,616,607 for the same period of last year.

Procter & Gamble Co. was the leading network advertiser in August, from the standpoint of time purchased, using $1,075,631 worth of network time, before discount. Sterling Drug Co. was second, with gross network time purchases of $600,029 during the month. General Mills ranked fourth, with a gross of $531,398, just edging out Miles Labs whose gross was $531,166. Liggett & Myers was fifth with $492,354. (For the ten leading network clients, see Table I.)

Food Leads

Analysis by class of advertiser (Table II) shows food advertising as the leading user of network time during August, accounting for $2,689,605 worth of network time, or 22.1% of the total used by all types of advertisers.

Toiletries ranked second in August, with $1,935,220, or 16.0%; smoking materials (cigarettes, etc.) third, with $1,738,362, or 14.3%; drugs fourth, with $1,610,732, or 13.2%; soaps and cleansers fifth, with $1,254,985, or 10.3%.

The same rank order obtains for the first eight months of 1949.

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN AUGUST 1949

1. Procter & Gamble	1,075,631
2. Sterling Drug Co.	600,029
3. General Mills	531,393
4. Miles Labs	531,166
5. Liggett & Myers	492,354
6. General Foods	402,627
7. Philip Morris	364,606
8. American Home Products	352,063
9. Lever Bros.	317,377
10. Colgate-Palmolive-Peet	284,880

AT opening meeting of the season of Radio Executives Club of New York Oct. 6 are H. M. Shackleford (l), vice president of Johns-Manville Corp., and John J. Karol, CBS sales manager and REC president.

Last year, however, the order was somewhat different. Foods were first and toiletries second as this year, but in August 1948 drugs ranked third, soaps fourth and tobacco products fifth. For the first eight months of 1948, the order was foods, toiletries, drugs, smoking materials and soaps.

Table III lists the advertisers using the most network time in each product group.

* * *

TABLE II

GROSS NETWORK TIME SALES

	Aug. 1949	Jan.-Aug. 1949	Aug. 1948	Jan.-Aug. 1948
Agriculture & Farming	77,735	753,989	134,257	993,634
Apparel, Footwear & Access.	70,858	860,282	80,125	912,180
Automotive, Automotive Equip. & Supplies	335,050	4,918,751	425,115	4,815,042
Aviation, Aviation Equip. & Supplies				
Beer, Wine & Liquor	106,884	664,875	70,020	784,664
Bldg. Materials, Equip. & Fixtures	108,167	873,685	30,667	592,381
Confectionery & Soft Drinks	382,971	4,486,429	595,616	4,980,073
Consumer Services	206,639	1,226,369	137,633	1,615,421
Drugs & Remedies	1,610,752	13,641,100	1,789,512	15,210,307
Entertainment & Amusements				
Food & Food Products	2,689,605	29,271,412	3,238,099	31,161,893
Gasoline, Lubricants & Other Fuels	376,017	3,978,699	453,440	3,890,033
Horticulture		91,968		98,946
Household Equip. & Supplies	273,676	4,905,825	760,352	5,676,105
Household Furnishings	37,054	733,112	97,145	872,531
Industrial Materials	123,845	1,430,031		1,028,762
Insurance	279,202	2,608,739	352,027	2,874,417
Jewelry, Optical Goods & Cameras	141,142	1,429,298	104,307	547,846
Office Equip., Stationery & Writing Supplies		862,380	211,738	1,747,539
Publishing & Media	44,407	577,066	130,398	1,087,470
Radios, TV Sets, Phonographs, Musical Instruments & Access.		731,545	60,125	1,074,283
Retail Stores		38,472		
Smoking Materials	1,738,362	15,434,010	1,556,058	13,431,583
Soaps, Cleansers & Polishes	1,254,985	13,121,792	1,630,374	13,034,937
Sporting Goods & Toys	62,774	62,774	59,089	59,089
Toiletries & Toilet Goods	1,935,220	19,681,506	2,104,020	21,370,238
Transportation, Travel & Resorts	69,010	783,428		
Miscellaneous	220,619	1,860,327	211,385	1,754,938
TOTAL	12,164,974	125,027,864	14,231,502	129,616,607

* * *

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN AUGUST 1949

Agriculture & Farming	Ralston Purina Co.	37,160
Apparel, Footwear & Accessories	Frank H. Lee Co.	33,124
Automotive, Automotive Access. & Equip.	Chrysler Corp.	86,628
Aviation, Aviation Access. & Equip.		
Beer, Wine & Liquor	Pabst Sales Co.	58,308
Bldg. Materials, Equip. & Fixtures	Johns Manville Corp.	108,167
Confectionery & Soft Drinks	Pepsi-Cola Co.	158,616
Consumer Services	Bell Telephone System	81,405
Drugs & Remedies	Sterling Drug Co.	600,029
Entertainment & Amusements		
Food & Food Products	General Mills	531,398
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	92,896
Horticulture		
Household Equip. & Supplies	Philco Corp.	142,098
Household Furnishings	Armstrong Cork Co.	34,516
Industrial Materials	U. S. Steel Corp.	107,690
Insurance	Prudential Ins. Co. of America	166,911
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	75,504
Office Equip., Writing Supplies & Stationery		
Publishing & Media	Christian Science Pub. Society	31,196
Radios, TV Sets, Phonographs, Musical Instruments & Access.		
Retail Stores		
Smoking Materials	Liggett & Myers Tobacco Co.	492,354
Soaps, Cleansers & Polishes	Procter & Gamble	668,473
Sporting Goods & Toys	Wilson & Co.	62,774
Toiletries & Toilet Goods	Procter & Gamble	268,565
Transportation, Travel & Resorts	Assn. of American Railroads	87,378
Miscellaneous	Gospel Broadcasting Assn.	48,752

Mr. FRANCO

* * *

CARLOS FRANCO

Takes Kudner Executive Post

CARLOS A. FRANCO, formerly with Young & Rubicam, New York, and a veteran in the radio business for the past 25 years, will join Kudner Agency [CLOSED CIRCUIT, Oct. 17] as general executive on Oct. 31.

Mr. Franco was with Y&R for the past 13 years as associate director of radio and chief timebuyer. Prior to his association with the agency he was with NBC as a salesman.

During the war he was general consultant to the office of the Co-ordinator of Inter-American Affairs besides his duties at Y&R.

He has been chairman of the broadcasting and telecasting committee of the AAAA since its inception, and a BMB director.

Brewer Joins PC&H

WILLIAM BREWER, national spot salesman at NBC Chicago for the past year, Nov. 1 joins Potts, Calkins & Holder Agency, Kansas City, Mo., as radio and television director. He was former manager of an Armed Forces Radio Network in Italy.

BANK RADIO

Financial PR Group Discusses

RADIO will continue to be an important advertising and entertainment factor for several years, "despite TV's phenomenal inroads," W. W. Delamater, assistant vice president, Land Title and Trust Co., Philadelphia, said Thursday at a radio clinic of the Financial Public Relations Assn. in Chicago. The FRA, with members in the U. S. and Canada, met in annual convention at the Edgewater Beach Hotel.

Among the 99 clinics conducted Wednesday, Thursday and Friday for 700 association members were two on radio and one on TV. Mr. Delamater was panel chief for the Thursday radio session, outlining "The Future of Radio."

Predicting continued effectiveness of daytime radio, Mr. Delamater anticipates a three-to-six-year period before video will have enough circulation to be a "serious threat" to nighttime radio. "While it is probable that AM station rates will increase, TV ad rates unquestionably will be pushed upwards to a much greater degree. This disparity will grow greater," he asserted. "TV probably will be limited ultimately almost entirely to network and large national advertisers, with local stations tailoring shows and commercials to suit local advertisers budgets."

Because banks are acquiring a "sharpened sense of advertising values," they are using radio in increasing amounts, in the opinion of Frank R. Warden, vice president, Central National Bank and Trust Co., Des Moines, Iowa. Mr. Warden, who opened the radio clinic Wednesday afternoon, pointed out that a reason for the increased use of radio by banks is the greater newspaper production costs. "It's doubtful that the same multiplicity of costs faces radio stations.

"Astute timebuying enables a modest advertiser to reach a maxi-

(Continued on page 34)

MBS SHIFT

Hult Moves to New York Office As Sales Vice President

ADOLF N. HULT, MBS vice president in charge of the Central Div. since 1945, last week was promoted to vice president in charge of sales for the network.

His appointment is effective today, Oct. 24.

Mr. Hult replaces Z. C. (Jess) Barnes who resigned after nearly five years as the sales vice president and more than seven years with Mutual.

Although no announcement of a successor to Mr. Hult in Chicago was made, it was learned that Carroll Marts, who was appointed sales manager of the Central Div. last August, would become chief executive, but without the vice president's title.

The appointment of Mr. Hult culminated a series of rearrangements in the executive level of Mutual since Frank White became president. It was believed no other executive changes were contemplated.

Joined MBS in 1934

Mr. Hult, a native of Chicago, joined MBS when it was formed in 1934, as an account executive, after four years of service in a similar capacity with WGN Chicago. In April 1941, he became sales manager of the MBS Central Div. and was elected a vice president in March 1945.

Mr. Hult's first business experience was as a reporter for a Moline, Ill., newspaper. Later he became a sales representative of the National Lock Co. in Rockford, Ill., leaving in 1930 to join WGN.

As vice president in charge of sales, he will move to Mutual's New York headquarters.

Mr. Marts, a native of Ankeny, Iowa, was associated with the Atlantic & Pacific Tea Co. from 1929 to 1942, rising to chief accountant in Chicago. He joined Mutual in January 1943, in sales service in Chicago and later became sales service supervisor.

In 1946 he was made assistant to the Central Div. vice president, became an account executive in the Central Div. in 1947 and business manager of mid-western operations in July 1948. Mr. White appointed him sales manager of the Central Div. last August.

PRESTON LEAVES WGN

Dennis Acting Program Dir.

WALTER J. PRESTON, program director of WGN Chicago for the past year and a half, has resigned, and Bruce W. Dennis, assistant to General Manager Frank P. Schreiber, has been named acting program director, Mr. Schreiber announced Thursday. "Mr. Preston resigned to enter the management end of the broadcasting industry," the announcement said.

Mr. Preston was program director of WBBM Chicago from 1941 to 1947 and for some time prior to joining WGN was an independent producer of program. Mr. Dennis joined WGN as director of public relations in 1940.

Mr. HULT

STONE ELECTED

Heads Tenn. AP Bcstrs.

HARRY STONE, general manager, WSM Nashville, was elected chairman of the Tennessee Associated Press Broadcasters at an organization meeting in Memphis. Elected vice chairmen were Leslie R. Brooks, WTJS Jackson, and Cliff Goodman, WETB Johnson City.

The state radio association agreed upon the following as its primary aim: To work for closer cooperation among AP member radio stations to the end that broader and more complete news coverage be provided in the state. A continuing study committee will be appointed to work out mutual problems with a three-man committee already selected by the state AP newspapers.

McCREERY BUYS

SB&M Controlling Interest

WALTER McCREERY, president of Smith, Bull & McCreery Adv. Hollywood (with other offices in New York and San Francisco), has purchased controlling interest in the agency and has moved to 9348 Wilshire Blvd. in Beverly Hills.

Although no full explanation was given for the fact that Frank Bull and V. R. Smith will continue to operate at their present address of 6642 Sunset Blvd. under the agency name of Smith & Bull, reason given for the move is "the agency's rapid expansion in the national advertising field."

Under the realignment Mr. Bull will remain on the board of directors of SB&M and Mr. Smith holds stock, but it was pointed out that the corporation will announce a name change "to avoid confusion of the similarity in names."

The bulk of the personnel will remain with Mr. McCreery's operations. The San Francisco office, headed by Robert Selby, and the New York Office, headed by Mayfield Kaylor, are both expected to be enlarged "as part of the expansion program."

CBS, RADIO GUILD

Negotiations Are Resumed

CBS and its white collar workers resumed negotiations last week at the point where they were broken off Oct. 14. On that day, the network had called off a scheduled meeting after a large group of the workers, members of the Radio Guild, UOPWA, CIO, proceeded to the office of Joseph H. Ream, CBS executive vice president, and demanded an audience.

By demonstrating, the union said, they were protesting CBS' position that a new NLRB election is necessary to determine whether the guild is still the proper bargaining agent, and whether the bargaining unit should include employes whom CBS considers confidential or supervisory.

THIS happy group lines up during a break in District 5 meeting: Seated, l to r, Reggie Martin, WJHP Jacksonville; Charles Smithgall, WGGA Gainesville, Ga.; Harry Camp and Owen Uridge, both of WQAM Miami; back row, l to r, L. H. Christian, WRFC Athens, Ga.; Ted Anthony and Bill Van der Busch, both WMIE Miami; Pete Kettler, WGBS Miami; Jim Bailey, WAGA Atlanta; C. P. Persons, WAPI Birmingham, Ala.

CARL HAVERLIN (third from right), of BMI, New York, takes time out during District 5 session to tell Ruth Braden of WBSR Pensacola, Fla., that BMI popular music has surpassed ASCAP for the first time in BMI's nine-year history. Others in group are, l to r, James Blackburn, Blackburn & Hamilton, Washington; Robert Feagin, WPDQ Jacksonville; Tom Gilchrist, WTMC Ocala, Fla.; Allen Brown, WLOF Orlando, Fla.

SPECTRUM PROBE

Subcommittee Marks Time

GOVERNMENT agencies, queried on their individual communications needs by a Senate Interstate Commerce subcommittee to study spectrum space, had not replied last Wednesday as the 81st Congress adjourned for 1949.

There were signs, meanwhile, that the communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), may concentrate on the question of domestic and international records communications before delving specifically into the division of frequencies between private and government users.

This was indicated last week when W. P. Marshall, president of Western Union Telegraph Co., in a letter to Sen. McFarland urged establishment of a single system of domestic and international record communications—under private management and with WU as the nucleus.

Two-Forked Probe

The subcommittee's two-forked inquiry, which would embrace allocation of precious frequencies for commercial broadcast (radio-TV) use as well as government operation of communications systems, has been under Congressional deliberation for some time. Sen. McFarland said the overall probe would be comprehensively undertaken sometime next January. Spokesmen indicated there would be little interim action until all replies have been sifted and weighed for study when Congress reconvenes.

Letters were sent to various government departments: State Dept., Army, Navy Air Force, General Services Administration, and Interdepartmental Radio Advisory Committee [BROADCASTING, Oct. 17]. Text of the queries and replies won't be disclosed until the latter have been thoroughly studied, Sen. McFarland said.

Sen. McFarland told BROADCASTING he felt frequencies could be better utilized than at present, and that there was need for greater "coordination" of facilities than now exists. He hinted that he felt many frequencies at the present were not being fully utilized with respect to government agencies, though he preferred to reserve judgment until the facts are in.

Asked whether he felt FCC should be allotted more frequencies to fulfill its responsibilities to radio-television applicants, the Senator declined comment. Any recommendations will have to await a complete study of needs of the various agencies within the scope of the inquiry, he said, adding that the subcommittee will be guided similarly with respect to necessity for a hearing.

Sen. McFarland had asserted: "Only in the U. S. do we have a free, privately-owned system. . . . In broadcasting, we have freedom of expression and opinion under a public licensing system; in the common carrier operation . . . we have privately owned operating companies. In neither case do we want the government's finger in the pie."

He told BROADCASTING the inquiry did not result from complaints that government services, particularly the military, were pre-empting spectrum space.

"But we have had a feeling that frequencies could be better utilized than they are now and that the whole communications system should be reviewed toward that end. We're going to study this thing overall before we make any specific recommendations," he stated.

Some authorities feel that many of the operations overlap among the military and other agencies where duplication could be avoided through better coordination. Each branch, however, prefers its own communications link and private priority, sometimes between two points covering approximately the same area, they point out.

IRAC, which allocates frequencies as between those for government use and those allotted FCC for private radio purposes, is expected to be a large factor in the inquiry. The committee makes its recommendations directly to President Truman.

The probe is related in part to a three-ply investigation involving matters pertaining to international and domestic telegraph, telephone, and radio communications. It was authorized earlier this year by a Senate Resolution under the leadership of Sens. McFarland and Charles W. Tobey (R-N.H.), which also called for a study of FCC procedural practices. Sen. McFarland last summer conferred with officials of various communications companies (telegraph, etc.) looking toward that end.

Examine Record

Congressional probers indicated they would examine their relation to national security and international treaties and would legislate recommendations on the basis of their findings. Such findings are instrumental in helping legislators determine what policy to follow on overall allocations in view of always pressing demands for more frequencies.

Mr. Marshall stated that WU, subject to FCC's determination of a fair rate, would purchase business of American Telephone and Telegraph Co. and others; that an integrated system of domestic communications would be developed with the national defense establishment; that WU would offer to purchase international telegraph facilities of RCA Communications, American Cable and Radio Corp. and other carriers.

He warned that if WU is compelled to merge with either the government or some competing form of service, "the only possible effective competition in the communications field will be destroyed."

In his reply, Sen. McFarland said no company can successfully compete with the federal government and he felt that a merger of all types of communications would drive out competition in the communications field.

RENO 'GAMBLING CLUB' COPY

Inch Reports FCC Members Took Commercials from Files

INCREASED FCC activity in the investigation of Nevada stations' files is reported, giving further impetus to speculation that the Commission may be launching another probe into gambling beyond the broadcast of horseracing result information [CLOSED CIRCUIT, Oct. 10].

KWRN (AM-FM) Reno told BROADCASTING last week two FCC members, identified as Joseph Brenner, San Francisco regional counsel, and Robert Alford, of Washington, personally went through the continuity files of the four Reno stations. Similar action at the Las Vegas stations has been reported from time to time.

Merrill Inch, general manager of KWRN said, "They took from the files all copy from gambling clubs and declared that it was to be submitted to the Commission for a 'policy decision.'"

Dilemma facing the Commission, if an inquiry is being made into the broadcast of advertising for gambling devices and gambling establishments, is the fact that gambling is legal under Nevada state law. FCC spokesmen in Washington disavow knowledge of any "policy orders" being issued from Washington but say if field reports are under preparation they can not be revealed when received from investigators.

EXPOUNDING adage "that as long as people have ears, there will be a radio audience" is Allen Woodall, WDAK Columbus, Ga., NAB District 5 director. Group includes (front row, l to r): Tom Carr, Georgia Local Station Group; James Woodruff Jr., WRBL Columbus; Red Cross, WMAZ Macon; James LeGate, WIOD Miami; (back row, l to r) Charles Baskerville, WFLA Tampa; Alex Sherwood, Standard Radio, New York; Mr. Woodall; and Dan Schmidt III, George Hollingbery Co., Atlanta.

W. WRIGHT ESCH (seated, second right) of WMFJ Daytona Beach, president Florida Assn. of Bcstrs., tells District 5 group that the next FAB meeting will be held Nov. 4-5 in Sarasota. Hearing the news are (seated, l to r), Lew Avery, Avery-Knodel, New York; Ed Mullinax, WLAG, LaGrange, Ga. (president Ga. Assn. Bcstrs.); Mr. Esch; George Storer Jr., WAGA-TV Atlanta; standing, William Carey, WKXY Sarasota; Addison Amor, RCA Thesaurus; Glenn Marshall, WMBR Jacksonville; Bill Stubblefield, Capitol Records.

LABOR LAW

Radio-TV Win Corrective Legislation

CONGRESS has taken cognizance of the radio industry's special problems in the creative and talent fields and last week passed legislation which in effect reverses regulations covering talent fees for radio and television.

In a measure (HR 5856) amending the Fair Labor Standards Act of 1938, legislators ruled that regular rates of compensation for employes do not include payments of talent fees for "performers, including announcers, on radio and television programs."

Legislation placed the burden of interpretation, however, on the Wage and Hour Administrator, with respect to defining talent fees and their scope. That will have to be worked out as individual situations arise between performers and the broadcasting industry, it was indicated.

The new law modifies present regulations under which overtime is paid on average hourly earnings as computed by lumping together all talent fees with the regular weekly salary. Previously the Administrator had no authorization to draw exclusions, sought by networks, which would eliminate the practice of including such fees for purposes of computing overtime, according to Richard P. Doherty, NAB director of employer-employe relations.

Some announcers, for example, draw a certain base pay, within a union contract, in addition to larger sums as talent fees each week. The industry has contended that such a practice "unfairly penalized and harassed" radio broadcasting. It also claimed that, overall, overtime wage regulations tended to impair negotiations between radio unions and management to reach practicable collective bargaining agreements.

In passing the new standards, which raise the minimum wage from 40¢ to 75¢, Congress also corrected another grievance—one involving child performers in radio and television fields. It added them to the list of exemptions which already had embraced juvenile actors in the motion picture and theatrical branches. Also, exemption for "actors" was extended to "performers" as well.

The broadcasting industry never raised any question on the minimum wage provision, which it felt was "academic," since virtually all industry salaries or wages are above the former minimum level.

Both AFRA (American Federation of Radio Artists) and the networks sought in 1945 to obtain a correction of the application of overtime regulations to talent fees —to limit overtime pay to standard rate of pay exclusive of such fees—it will be recalled. The Administrator informed them, however, he was legally unable to interpret the Act other than around the "standard rate of pay."

Radio unions, such as AFRA, have generally regarded certain types of talent fees as extra compensation rather than regular rate of pay with a view to effecting more practicable collective bargain agreements.

The House and Senate turned down, however, industry's proposal that premium pay be mentioned with premium rates under extra compensation provisions. Mr. Doherty termed it questionable whether the limited specification of "premium rate" would encompass types of premium pay based on employes working the full normal workday or normal workweek. Again collective bargaining agreements were cited as the core of conflict.

Under the new law regular rates exclude in part:

(5) Extra compensation provided by a premium rate paid for certain hours worked by the employe in any day or workweek because such hours are hours worked in excess of eight in a day or 40 in a work week or in excess of the employe's normal working hours or regular working hours, as the case may be;

(6) extra compensation provided by a premium rate paid for work by the employe on Saturdays, Sundays, holidays, or regular days of rest, or on the sixth or seventh day of the workweek, where such premium rate is not less than one and one-half times the rate established in good faith for like work performed in nonovertime hours on other days; or

(7) extra compensation provided by a premium rate paid to the employe in pursuance of an applicable employment contract or collective-bargaining agreement, for work outside of the hours established in good faith by the contract or agreement as the basic, normal, or regular workday (not exceeding eight hours) or workweek (not exceeding 40 hours), where such premium rate is not less than one and one-half times the rate established in good faith by the contract or agreement for like work performed during such workday or workweek.

FCC Actions

INITIAL decision for one new AM station and grants for seven new AM outlets reported by FCC. Eight AM stations given improved facilities. Six stations granted transfers, including $278,000 sale of KPLT Paris, Tex. One FM and two AM authorizations deleted. Details of these and other FCC actions are given in FCC Roundup starting on page 72.

RADIO WEEK

National Observance Starts Sunday

NAB and Radio Mfrs. Assn. last week completed plans for observance of National Radio & Television Week Oct. 30-Nov. 5.

Robert K. Richards, chairman of NAB's Voice of Democracy Awards Week Committee, met with co-chairmen of the radio week overall committee. Gordon Gray, WIP Philadelphia, and W. B. McGill, Westinghouse Radio Stations Inc. to work out details of the awards ceremony at which four high school students will receive scholarships for best broadcast scripts on "I Speak for Democracy."

Also attending the meeting were representatives of the U. S. Junior Chamber of Commerce and RMA, sharing sponsorship of the voice contest, and the U. S. Office of Education, which endorses it.

Transcriptions have been mailed all NAB member stations for scheduling as model broadcasts at the opening of the local contests during radio week.

Radio and TV dealers in some 500 communities will have special displays and advertising during the radio week period. RMA's committee has received requests for 975 full-page newspaper mats from 545 newspapers for joint dealer sponsorship in their areas, Mr. McGill reported, with additional reports coming in every day.

Dealer observance will surpass that of other years, Mr. McGill predicted. Three types of advertisements are provided for dealer sponsorship. One covers radio, a second radio and TV, and a third TV only. All emphasize the fact that audio and video stations and networks are offering "the greatest array of talent ever heard, or seen."

Radio and TV sets are offered as prizes in many of the community Voice of Democracy contests, which last year drew 250,000 entries. Double that number of contestants is expected this year. Contest details have been mailed to 30,000 high school principals by the Office of Education and to 1,800 chapters of the junior chamber.

During the Oct. 30-Nov. 5 period stations will carry the series of five transcribed talks on democracy themes. Recording their talks were James Stewart, actor and one of the contest judges; Dr. Earl J. McGrath, U. S. Commissioner of Education; Justin Miller, NAB president, and two past contest winners.

LOHNES FETED

At FCBA Annual Outing

FEDERAL Communications Bar Assn. held its annual fall outing Oct. 15 at the country home of Horace Lohnes, member of the radio law firm of Dow, Lohnes and Albertson. Approximately 500 association members and guests attended the gathering at "Twin Oaks," near Vienna, Va.

In recognition of Mr. Lohnes' services to the FCBA, of which he was one of the organizers and a past president, a handsome silver pitcher and plaque were presented by Guilford Jameson, association president. During the brief ceremony, Mr. Jameson paid tribute to Mr. Lohnes not only as a distinguished lawyer but as a man possessing real warmth of personality.

Among the guests were Wayne Coy, FCC chairman, and Commrs. Paul Walker, Robert Jones, George Sterling and E. M. Webster. Arrangements were in charge of the following FCBA committee: E. D. Johnston Jr., chairman, Frank U. Fletcher, Thomas W. Wilson, Charles V. Wayland, Edward F. Kenehan, Philip M. Baker and Charles F. Duvall.

Mr. Lohnes (l) and Mr. Jameson during the presentation ceremony.

BAB FOLDERS

To Bombard Advertisers

POTENTIAL radio advertisers will shortly be bombarded by a series of 13 illustrated folders produced by BAB, and describing radio's advantages as an ad medium.

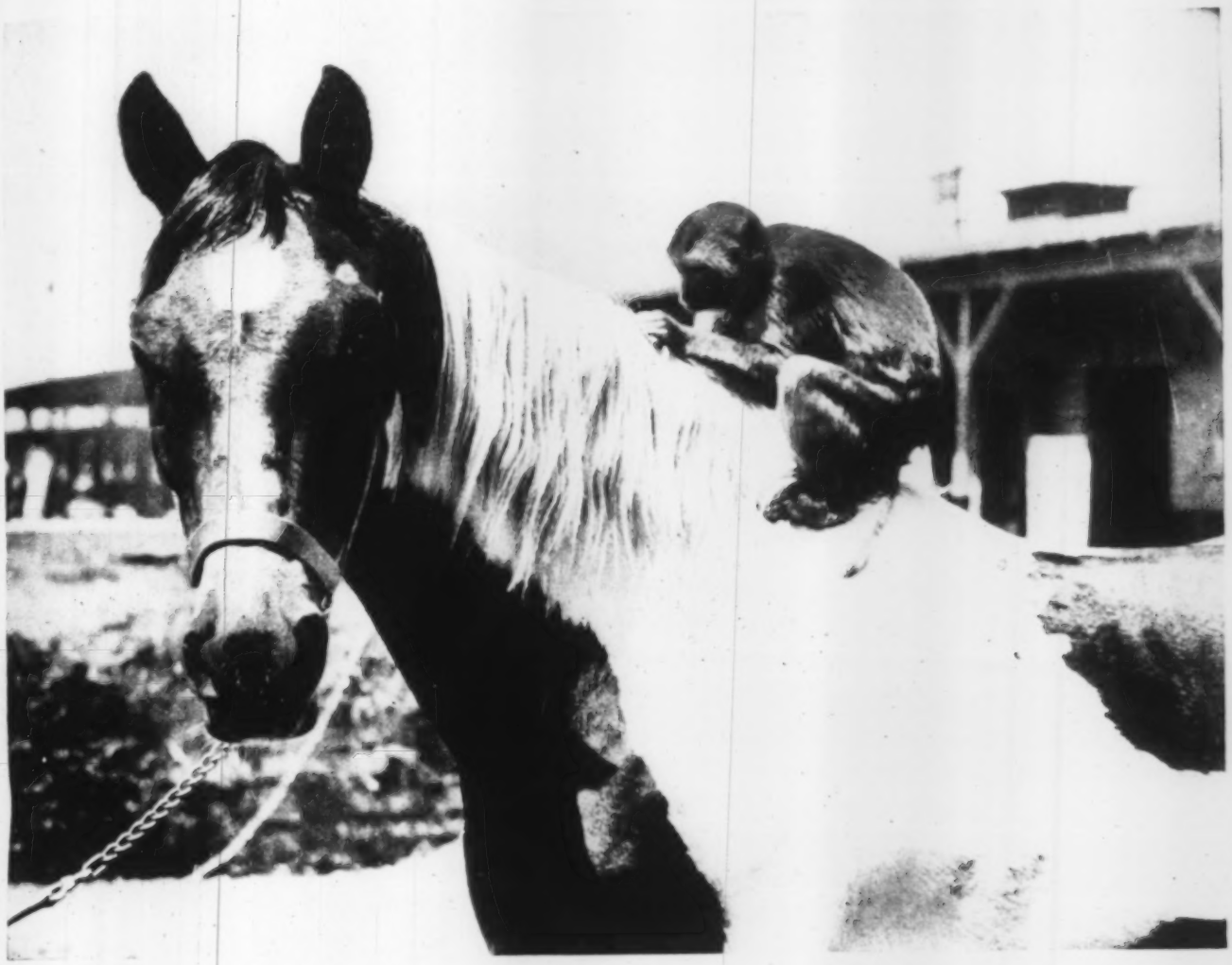
The multi-colored mailing pieces will be sent by participating stations to selective regional and local prospects, while BAB distributes them nationally. Number of prospects to be covered totals 25,000.

Each of the 13 pieces highlights a specific virtue of broadcast advertising, and is designed to be released at intervals to create a cumulative effect. A total of 325,000 individual folders is being printed, which may increase should more subscribers join the campaign, BAB reported last week.

Stations are defraying costs involved, and folders to be mailed locally will bear individual station's call letters. In some markets, where more than one station is participating, stations involved are cooperating in the printing and distribution of the folders.

Max Hill

FUNERAL services for Max Hill, 45, publicity director of Wade Advertising Agency who died suddenly in Elkhart Ind. Tuesday were held Friday in Denver. Mr. Hill was a war correspondent for NBC from 1943 to 1945 and was on assignment for the network in this country the following two years.



JOCKO THE JOCKEY

There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W·I·T·H, the big independent with the big audience.

Just a *little* bit of money goes a *long* way on W·I·T·H! That's because W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that *of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H!*

So, if you want low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

c-o-u-n-t t-h-e h-o-u-s-e

The measure of a hit is the length of the line at the box office—not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:
top network billings... most sponsored hours

...most nearly sold-out schedule in radio.

The pay-off is always at the box office—and here's why the obvious preference is for NBC: strongest station lineup in radio... largest audience in advertising.

NBC

America's No. 1 Network

a service of Radio Corporation of America

Bank Radio

(Continued from page 27)

mum listening audiences," Mr. Warden said. The chain-break, he explained, permits a small advertiser to "cash-in" on an audience built by a large national advertiser. A good rule to follow is "to watch your adjacencies," he warned.

Bank advertising, often termed "stiff and stilted," can be humanized with the use of radio because is employs "the human voice and is therefore an especially adept medium for presenting a sincere and friendly message to the family. Radio copy lays stress where it should be—on the human equation."

Radio advertising must have "sound planning, astute timebuying and careful thought to copy appeals to be successful," Mr. Warden concluded.

All banks will be challenged by television, and should begin preparation for it now, John J. Barry, vice president of the National Shawmut Bank of Boston, warned at the Friday TV clinic.

Mr. Barry, who moderated an exchange of viewpoints expressed by financiers and bankers, explained that Shawmut Bank now sponsors on TV in Boston each week a feature film, 12 newsreels, 19 weather forecasts, three and one-half hours of Multiscope news and a dozen spots. Shawmut is the city's largest local TV advertiser, he said.

Whether banks will "take to" TV is now "an academic question for some 10,000 U. S. banks, currently out of TV range," Mr. Barry said. "However, if the FCC carries out its intention—and I think it will—every community will be brought into potential range."

His suggestions to bankers: Get your time franchises now, get into commercial production now, investigate techniques and devices which will enable you to bypass expensive commercials, and get into the market for program material now. Mr. Barry advised them to arrange for time when a station applies for or is granted a license. He recommended 20-second spots for example, in the 7:30 to 10:30 p.m. network time slot. "Have programs or spots as near to network time and the hour of maximum circulation as possible—and that's 7:30."

Commercial production should be planned in advance to save money and eliminate mistakes, he said. "While the audience is building, it may be better to lease filmed bank advertising material, to be followed by tailor-made demonstrations."

Answering his own question, "Why all this rush?", Mr. Barry explained that network shows "are now achieving performance standards closely approximating the best on stage and screen. Your programming must meet these standards if you are going to bid for audience attention and consumer preferences. Extended advertising messages must have the same eye appeal, the spots must have the same shock values and impact."

Speaking on "selection of advertising media," Merrill Anderson, president of the Merrill Anderson Co., New York, voted radio "second best." He warned that, "except for carefully chosen spots on strong stations, it's hard to get tangible results at a cost which will compare with that of newspapers. However, on certain types of giveaway, radio may well out-pull newspapers."

Television "seems likely to take over a good part of the banks' advertising dollar," Mr. Anderson predicted. Major drawback seen by him is the current price per thousand, "which is extremely high . . . If rates continue to rise in proportion to audience increase, it will be difficult for banks to fit TV into their limited budgets. National advertisers will probably outbid local advertisers for desirable time, and most banks are local advertisers."

During the three-day session bankers were concerned with methods of building up public relations and "selling" money and credit, described as "two universally useful and necessary commodities" by William E. Singletary, assistant vice president of the Wachovia Bank and Trust Co., Winston-Salem, N. C. "Within the past year, the economic cycle has come to the place where business must begin to pedal—and peddle. . . . Our future depends on how well we sell," he concluded. Bankers were interested in radio and television as media to attract mass patronage and to foster successful public relations.

HANDING stock certificates to Frank G. Huntress Jr. (l), president, Sunshine Broadcasting Co., is Gene A. Howe (seated), editor and publisher of Amarillo *Globe-News* and former president of the broadcasting firm, at formal proceeding transferring control of KTSA (AM-FM) San Antonio to Express Publishing Co. Standing next to Mr. Huntress (l to r) are Charles D. Lutz, KTSA manager, and O. L. (Ted) Taylor, president of Taylor Radio & TV Co. and former KTSA minority stockholder. Transaction, closed at Merchants National Bank, Dallas, involved $450,000 [BROADCASTING, Sept. 26]

FIGURE THE ODDS... by KXOK

the odds against drawing a STRAIGHT FLUSH on the first deal is 64,999 to 1

NO GAMBLE when you join the parade of the nation's leading advertisers on the Hal Fredericks' "Song and Dance Parade" on KXOK, in BIG St. Louis. Master Salesman, Hal Fredericks, personalizes your product . . . sets the stage for more sales . . . 3:30 to 4:45 and 9:30 to 10:00 p.m., Monday through Friday. Phone, wire, write for availabilities . . . or call your John Blair man NOW!

630 KC 5,000 WATTS FULL TIME BASIC ABC

IN BIG ST. LOUIS

KXOK

EDUCATIONAL RADIO

SBC Presents Awards

TWO educational broadcasters—Kenneth G. Bartlett of Syracuse U and Richard B. Hull of Iowa State College—last week were named "Men of the Year" in the first tie vote cast in 10 years by the advisory committee of the School Broadcast Conference. George Jennings, conference director, presented the awards at the Wednesday luncheon of the three-day 13th annual convention in Chicago's Sherman Hotel.

Mr. Jennings commended both men for their use of educational radio and television.

Mr. Bartlett is dean of the University College at Syracuse, chairman of the Television Broadcasters Assn. Educational Committee, and chairman of the committee to set standards for radio teaching in colleges. Mr. Hull, radio director at Iowa State and manager of the school's station, WOI, is president of the National Assn. of Educational Broadcasters.

Annual SBC citations were presented to 11 stations, two colleges and a network. Stations, and programs for which they were cited:

WABE (FM) Atlanta, *Uncle Dan From Froggy Hollow Farm;* KYW Philadelphia, *Once Upon a Time;* KDKA Pittsburgh, *Miss Hickory;* KATL Houston, *Square Dancing;* WQXR New York, *New York Times Youth Forum;* WCTC New Brunswick, N. Y., *Children Have Their Problems;* KCMO Kansas City, Mo., *Report Card From Your School;* WLS Chicago, *Let's Go Places,* and KUOM U. of Minnesota, *Look What We Found.* Two stations earned two awards—WEW St. Louis for *Science for You* and *Our Missouri Constitution,* and WBZ Boston for *Children's Corner* and *Listen and Learn.*

Schools commended were Ithaca College Radio Workshop for its *School of the Air* program "Trees," and the U. of Colorado for *Today's Frontiers.* Rensselaer for *The Unhappy Clothes* brought an award to the Empire State Rural Network.

Verdict for KGNC

EXHIBIT "A" in a recent court case at Canyon, Tex., turned out to be radio. A woman state's witness, two hours on the stand, set all important time elements in the case according to what program was on KGNC Amarillo (18 miles away). The exasperated defense attorney trying to break down the time testimony, finally blurted "Don't you ever listen to any station but KGNC?" Composed answer was "No sir, I turn KGNC on early in the morning and I don't turn it off until late at night."

NARBA Reaction

(Continued from page 25)

the broadcast frequency list. The working group comprises one representative from each country.

The 540 kc channel is classified as clear by the juridical technical committee. This has not been cleared by plenipotentiary action agreement but the agreement is declared tantamount to approval. The decision would mean, subject to domestic regulations, that the channel would be available for Class II assignment in the United States with powers ranging from 250 w to 50 kw.

In this country the channel is beset with proposed government restrictions based on the fear that ship automatic alarms would be affected. Furthermore, use of the channel would be restricted by proximity of defense installations.

The action apparently would give Canada's CBK Watrous, Sask., IA status on a permanent basis. The status of XEWA San Louis Potosi, Mexico, is not clear but it probably would be IB or II. KMBC Kansas City has long been an applicant for 50 kw on 540 kc.

Many smaller stations could employ the channel for widespread service and relieve interference were governmental restrictions removed.

The numerous hard-working NARBA subcommittees at Montreal are disposing of minor items, with the critical stage approaching due to the narrowing of the list of items on which agreement can be reached.

At the heart of the conference difficulty is Cuba's insistence on the right to assign stations on any frequency provided it does not cause objectionable interference. This raises the question of what constitutes interference. Already serious interference is reported by many U. S. stations as a result of Cuban assignments made since the NARBA agreement expired last March.

Conference delegates enjoyed a respite from the day-night negotiations and meetings at the weekend as they boarded buses for a trip to Ottawa as guests of Canadian Broadcasting Corp.

Nelson

(Continued from page 23)

of such a campaign will be weighed carefully against a planned advertising campaign to determine future proceedure.

Before we criticise advertising agencies, whether or not they are members of the AAAA—or individual time buyers—or advertisers—or even some stations—let's open our eyes to what is going on. There is per inquiry business; there is rate cutting; there are special package deals—*and there is a little clause on the back of every contract that tells me I am buying for my client at a rate no higher than anyone else for a similar service.* That, then, is the station's obligation to my client and my company—and to me. It is up to me, as a buyer of broadcasting time, and to every other individual and company so involved, to buy at a rate equal to the lowest even if it means a figure lower than published.

I would like to believe one hundred per cent that all the business we place on every station with which we have contracts is at an equally low rate—but I don't. Why can't everyone read the fine print on the back of a broadcasting contract once a week until it automatically becomes a part of operating policy. We can buy only what the stations make available for sale. And when everything is offered at the same price, on the same basis, to all people, we won't have to spend time and effort answering the question "Can someone else get it for you cheaper?"

I don't know the answer to the "per inquiry" question—but to me there are greater evils shaking the national advertiser's confidence in the radio industry. And television is not one I'm thinking of!

Perhaps today's dollar is more important than future stability.

KOTA RECANT

Okays SESAC Contract

KOTA Rapid City, S. D., has dismissed a counterclaim and signed a stipulation covering its license agreement with SESAC, according to David R. Milsten, SESAC western counsel.

SESAC had sued KOTA in South Dakota Circuit Court for $470 allegedly due for nonpayment under a contract. In return KOTA had filed a counterclaim based on purported use of pressure and failure to furnish a list of selections in its library [BROADCASTING, April 25].

A stipulation signed by H. George, secretary-treasurer of Black Hills Broadcasting Co. (KOTA), withdrew statements in the counterclaim, according to Mr. Milsten. The station renewed its SESAC contract, he said.

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Lang-Worth Feature Programs, Inc.
113 West 57 St., N. Y. 19, N. Y.

Gentlemen:

Speak up—I'm listening! Send me, without charge or obligation:

☐ Complete information on the New Lang-Worth Transcription
☐ Sample of the New Lang-Worth Eight-inch Transcription

NAME _____

TITLE _____ STATION _____

CITY _____ STATE _____

Protect U. S. Channels

(Continued from page 25)

economic studies of stations conducted by the NAB employe-employer relations and research departments, with provision for funds to conduct further studies; thanked the North Carolina Assn. of Broadcasters for hospitality; endorsed the NAB board's reorganization project and the administration of President Justin Miller; commended the association services of Mr. Arnoux and the two other board members in the district (G. Richard Shafto, WIS Columbia, S. C., for medium stations, and Frank U. Fletcher, WARL Arlington, Va., for FM stations).

Finally, the district took cognizance of a new effort by James C. Petrillo, AFM president, to exact additional funds from broadcasting by charging fees for performance of records and transcriptions. The district opposed any effort to collect such royalty payments on broadcast and TV performances.

Mr. Arnoux presided at his last district meeting after six years service on the board. He announced he was not a candidate for re-election. The new director will be elected in early winter by mail nomination and ballot, with Mr. Arnoux winding up his board service at the NAB convention in Chicago next April.

In raising the NARBA issue, Mr. Arnoux cited several examples of stations already suffering from Cuban and Mexican interference.

"Don't be surprised if you hear a rhumba on every frequency," he said.

Judge Miller had warned in his talk that neither Cuba nor Mexico was respecting the second NARBA that expired last spring. Both nations understand the nuisance technique, he said.

The NARBA resolution noted that Cuba has disregarded its pledge to continue status quo until a new treaty is ratified, and Mexico isn't even taking part in the conference. It reminded that power of many Latin stations has been increased, resulting in chaotic interference which is getting worse every day.

Clear and regional channels are direct targets, the resolution states, deploring the breakdown of the good-neighbor policy.

* * *

TRIO at Pinehurst meeting (l to r): William R. McAndrew, manager of NBC Washington stations; Walter J. Brown, WORD Spartanburg, S. C.; Frank M. Russell, NBC Washington vice president.

ORCHIDS for all the ladies featured a visit to an orchid farm during NAB District 4 meeting at Pinehurst, N. C. Front row (l to r): Miss M. Croley, Mrs. Phil A. Allen, Mrs. John New, Mrs. Campbell Arnoux, Mrs. William R. McAndrew, Mrs. Walter H. Goan, Mrs. C. B. Britt.

Second row, Mrs. J. S. Younts, Mrs. W. B. Page, Mrs. B. W. Huffington, Mrs. C. R. Maillet, Mrs. H. V. Daly, Mrs. R. M. Wallace, Mrs. Charles Turner, Mrs. J. H. Moore, Mrs. Horace Fitzpatrick.

Third row, Mrs. Ford Browning, Mrs. Carla B. Kerr, Mrs. Paul C. Buford, Mrs. Phil Hoffman, Mrs. John C. Hanner, Mrs. Ben Strouse, Mrs. Glacus Merrill, Mrs. John Rivers, Mrs. James M. Wade.

Fourth row, Mrs. E. J. Pryor, Mrs. Don S. Elias, Mrs. J. E. Fontaine, Mrs. J. M. Angel, Mrs. J. B. Weathers, Mrs. Pat Flanagan, Mrs. F. Whitley, Mrs. Melvin F. Barnett, Mrs. F. W. Warner.

Costs Discussed

Mr. Arnoux presided at the opening of the District 4 meeting Monday morning, introducing Mr. Essex, a member of the NAB Employe-Employer Relations Committee, who took charge of a session on costs, profits and labor. Richard P. Doherty, director of the NAB department, and his assistant, Charles Tower, discussed technical, programming, selling and labor costs and their relation to income.

Data covering operation of southeastern area stations were given members, the figures coming from NAB's extensive study of costs and income by type and size of station as well as affiliation. Mr. Tower answered wage-hour questions and explained in answer to a delegate that many stations allow 15 to 30 minutes for sign-on and sign-off.

Judge Miller was principal speaker at the Monday afternoon meeting. He said every district meeting this year had set an attendance record, with District 4 surpassing all others and setting an alltime district meeting record.

He explained how AFM President Petrillo is whipping up the plan to assess performance fees for records and transcriptions, with proceeds to be used for his welfare fund. As at other district meetings he reviewed the reorganized NAB operation.

Four types of sanctions are suggested: Stop protecting their stations, rearrange Cuban sugar quotas, set up passport restrictions, withdraw currency support. Use of other similar techniques is advised.

The district asked that President Truman, Secretary of State Dean Acheson, FCC Chairman Wayne Coy and Congressional committees be notified of the resolution.

Serving on the resolutions committee were Ben Strouse, WWDC Washington, chairman; George B. Storer, Fort Industry stations; William E. Rine, WWVA Wheeling; B. T. Whitmire, WFBC Greenville, S. C.; Harold Essex, WSJS Winston-Salem, N. C.

NBC's RUSSELL *Hits NAB Organization At Carolinas Meet*

NAB has compromised with the principle of functional organization in its streamlining process, Frank M. Russell, NBC Washington vice president, told a joint meeting Oct. 16 of the North Carolina and South Carolina Assns. of Broadcasters at Pinehurst, N. C.

Mr. Russell said a truly functional association would consist of autonomous groups such as clear channel, regional, nonaffiliate, independent, network and similar industry units. Each group would elect two members to the NAB board under this plan. He said he had a lot of confidence in NAB President Justin Miller and NAB's departmental services, but contended the association is not equipped to handle major industry problems.

Judge Miller should be at Montreal where the future of the whole broadcast band is in peril at the NARBA conference, Mr. Russell declared. He suggested Judge Miller should take part in Washington hearings and meetings affecting the industry and present spokesmen for autonomous industry groups. The State Dept. gives away U. S. frequencies whenever it has a problem with foreign nations, he said.

Satellite Stations Forecast

Mr. Russell forecast a system of TV mother stations, augmented by secondary and satellite stations. The TV mother stations would have mobile equipment to send around the satellite stations circling New York and other cities.

The North Carolina group elected Robert H. Wallace, WOHS Shelby, as president to succeed Harold Essex, WSJS Winston-Salem. Other officers elected: Earl J. Gluck, WSOC Charlotte, vice president; Jack Younts, WEEB Southern Pines, secretary-treasurer; Louis Howard, WHIT New Bern, Cecil Hoskins, WWNC Asheville, directors.

The combined state groups also heard David Clark, of Charlotte, trustee of Greater U. of North Carolina, suggest the radio industry develop a radio foundation at the university to train engineers. Mr. Gluck heads a committee which will study the project.

The study will have little FM data, he said, because BMB found listeners reporting ownership of twice as many FM sets as ever have been manufactured due to confusion from dual AM-FM station breaks and other causes. Where data justify, he said, BMB will supply memorandum reports dealing with size of the FM audience.

Robert J. Burton, BMI vice president, said BMI rated first, second, fourth and seventh on the last *Hit Parade*, pushing "South Pacific" off the list.

Kolin Hager, SESAC, reviewed that society's service and said it is developing greater strength in the popular music field.

Horace Fitzpatrick, WSLS Roanoke, District 4 sales managers chairman, presided at the all-day sales session directed by Mr. Mitchell, who told managers how to get better results from their salesmen and a larger share of the advertising dollar. He showed the BAB slide film and other BAB sales aids.

District 4 Registration, Pinehurst, N. C.

...bea Adams, WPTF; Phil A. Allen, ...A; J. E. Allgood, WDVA; Ed M. ...erson, WBBO; Mr. & Mrs. James ... Angel, WLOH; Addison Amor, ... Recorded Program Ser.; Mr. & ... Campbell Arnoux, WTAR; Lewis ... Avery, Avery Knodel Co.; Kenneth ...er, BMB; Mr. & Mrs. Melvin F. ...nett, WLOH; Bryce Beard and Alex ...rd, WSTP; Ed E. Bishop, WGH; ...rge C. Blackwell, WDKD; Chas. P. ...ckley, WTON; Douglas M. Bradham, ...MA; Harrol A. J. Brauer, WVEC; ... & Mrs. Chas. Britt, WLOS; Mrs. ...s Brown, WKBC; Walter J. Brown, ...RD; Mr. & Mrs. Ferd Browning, ...UR; Kenneth L. Bryant, WKEY; ... & Mrs. Paul C. Buford, WSLS; ...Bunn, WDSC; Mr. & Mrs. Keith ...rly, WBT; Robert J. Burton, BMI; ... Wylie Calder, WHAN; Richard ...pbell, WDVA; Mr. & Mrs. Joe Carl... WTAR; O. L. Carpenter, WPTF; ... & Mrs. George T. Case, WNAO; ...man Cash, NBC; Thomas P. Chis... WVEC; James B. Childress, ...XF; David Clark, Clark Publishing ...; George H. Clinton, WPAR; Charles ...eman, Avery-Knodel Co.; Ward A. ...eman, WENC; Nathan J. Cooper, ...NC; Virginia N. Cooper, WJLS; ...glas L. Craddock, WLOE; M. T. ... WGCD; Ted Craver, WNNT; ...C. Crew, WCBT; Joe P. Crockett, ...OB; Grange S. Cuthbert, WTMA; ...mas Daisley, WIS; Bob Devogt, ...AL; Richard Doherty, NAB; W. ...rd Dorrell, C. E. Hooper, Inc.; Leo ...ns, WIS; A. L. Drew, WCBT; Carl ... Duckett, WBOB.

...d E. Edgar, WGH; Harold Essex, ...S; F. J. Evans, WPLH; Grace ...son, WCYB; M. L. Few, WDKD; ... & Mrs. Horace Fitzpatrick, WSLS; ... & Mrs. E. J. Fitzsimmons, Weed ...o.; Pat Flanagan, WHIS; James M. ...mihen, Capitol Records; Fred ...cher, WRAL; Ray A. Furr, WIST; ... Garten, WSAZ; E. J. Gluck, ...C; Walter H. Goan, WAYS; Lester ...Gould, WJNC; Mr. & Mrs. Chas. ...ham, Petry & Co.; J. A. Hagan, ...NC; Kolin Hager, SESAC; Allen A. ...i, WWVA; John C. Hanner, WFNS; ...h Hardy, NAB; John W. Harkrader, ...BJ; W. C. Harris Jr., WPTF; Mr. & ... W. F. Hazen, Blake, Taylor & ...n; Grayson Headley, WNNT; ...er F. Hester, WHPE; Mr. & Mrs. ...s W. Hicks, WCOS; Mr. & Mrs. ...p Hirsch, WREL; Mr. & Mrs. Phil ...nan, WOL; Mr. & Mrs. Cecil B. ...ins, WWNC; Bert Horswell, C. P. ...Gregor; Barron Howard, WRVA; ...& Mrs. Louis Howard, WHIT; Mr. ...s. Walter Huffington, WSAP; E. M. ..., WDVA; Gilbert M. Hutchinson, ...;

...Frank Jarman, WDNC; Robert A. ...y, WMRC; E. Z. Jones, WBBB; ... P. Jordan, WDBJ; Robert S. ...er, Robert S. Keller Inc.; Earl M ... WKEY; Mrs. Carla Keys, WFLO; ...ur M. Kidd, WAYB; Frank E. ...hler, WROV; Frank S. Lambeth, ...FR; Nick Lawrence, WHPE; Loyd ...ard, WISE; Steve Libby, WIS; ...und S. Long, WHKY; Bert Lown, ...c. Program Service; Mr. & Mrs. ... R. Maillet, WFLO; J. R. Marlowe, ...WR; C. Wallace Martin, WIS; Jo... Martin, WDSC; I. Mattaway, Ra... TV Publicity; Richard Mason, ...F; Mr. & Mrs. Glacus Merrill, ...AR; Francis J. Miller, Harrisonburg. ... Judge Justin Miller, NAB; John ...r, WAIR; Paul Miller, WWVA; ... P. Mitchell, WBIG; Maurice B. ...hell, BAB; Tom Mitchell, WTIK; S. W. Monroe, WMRA; Miller Montgomery, WIS; Mr. & Mrs. Jas. H. Moore, WSLS; H. T. Morris, WGTN; R. S. Morris, WDSC; Wm. R. Murray, WPUV; Paul F. Myhan, WACA.

Mr. & Mrs. John W. New, WTAR; Mr. & Mrs. Wm. S. Page, WFTC; T. H. Patterson, WRRF; Helen Gill Perner, Jos. H. McGillvra Inc.; John J. Perner, New York; James D. Poag, WMRC; Roland B. Potter, WKBC; E. J. Pryor, WDVA; James T. Quirk, WJLS; William E. Rine, WWVA; Mr. & Mrs. John Rivers, WCSC; George E. Robinson, WDKD; W. R. Robertson, WRRF; Fay Rogers, WCYB; Marshall Rosene, WSAZ; Mr. & Mrs. Frank Russell, WRC; J. Dudley Saumenig, WIS; Milton D. Scarboro, WBCU; Charles E. Seebeck, WTON; P. G. Sewell, WRCS; Roger A. Shaffer, WSPA; Harry Shaw, WSJS; Alice Shein, WBTH; Hugh Shott Jr., WHIS; John W. Shultz, WMVA; Gene Sink, WMRA; Cecil C. Simmons, WGCD; Joe L. Smith, WJLS; John E. Smith, WSAT; R. H. Smith, WCYB; Bert Sonis, WTIP; Ken Sparnon, BMI; Roy Springer, WDVA; George B. Storer, WWVA; Ben Strouse, WWDC; Henry E. Sullivan, WCOG.

Mr. & Mrs. Sol Taishoff, BROADCASTING; Harold S. Taylor, WRXO; W. B. Taylor, Wincharger Corp.; L. H. Thesmar, WDAR; Mr. & Mrs. Harold Thomas, WISE; Leo A. Tremblay, WGCD; Guy Vaughan Jr., WSPA; Mr. & Mrs. George Walker, WAIR; Robert M. Wallace, WOHS; Allen Wannamaker, WGTM; George Walston, WRRF; Fred Warner, Nation-Wide Bus. Adv.; Frank Warten, WRAL; Eddie Whitlock, WRNL; B. T. Whitmire, WFBC; Mr. & Mrs. Marshall L. Wilmer, WREL; William Wilson, United Press; J. F. Womack, WFRC; C. J. Woodhouse, WDNC; Steve Woodson, WFRC; R. W. Youngsteadt, WPTF; J. S. Younts, WEEB; Bob Zealey, WRAL.

Late Registrations

William Ashworth, WDVA; B. George Barber Jr., WFTC; J. Frank Beatty, BROADCASTING; J. W. Blackburn, Blackburn-Hamilton Co.; Bill Britt, INS; John F. Bivins, Bivens & Caldwell; John L. Cole Jr., WHLF; Hartwell Campbell, WGTC; J. C. Cole, WSTS; Harry J. Daly, attorney; Charles B. Davis, WHLF; Peter D. De Boer, WAJR; Ralph Epperson, WPAO; Don Elias, WWNC; W. F. Fleming, WSAT; Frank U. Fletcher, WARL; James Flenniken, Capitol Transcriptions; C. Leslie Galliday, Washington, D. C.; J. A. Gallimore, WSNW; Paul Hansell, Associated Press; O. G. Hilton and G. N. Hilton, WBUY; Sam H. Hutchins, WEAB; Earl Holder, WNNC; Josh Horne, WCEC-WFMA.

Gaines Kelly, WFMY; Johnny Langlois, Lang-Worth; Ralph Lambeth, WGBG; Ellis Landreth, WBRW; William R. McAndrew, NBC; Jack Midlen, attorney; Chet Munson, WSNW; Bob Morrison, World Library; David Newborg, RCA; Dorsey Owings, BMI; W. W. Primm, WWGP; Ray Reeve, WRAL; "Duck" Sweatman, Headley-Reed Co.; Alex Sherwood, Standard Transcriptions; Frank M. Stearns, Associated Press; Fred Shealy, WSNW; Charles H. Tower, NAB; Stephen Tuhy Jr., attorney; Charles Turner, WNNC; Mel J. Warner, WCEC; James M. Wade, Free & Peters; Bill Young, Lang-Worth.

* * *

NCHEONEERS at Pinehurst (l to r): Loyd Leonard, WISE Asheville, N. C.; H. Thoms, WHHT Durham, N. C.; F. J. Evans, WLPH Huntington, W. Va.

DIXIE NETWORK

Stations To Push FM Sets

COOPERATION of member stations of Dixie FM Network in North and South Carolina was offered radio set manufacturers turning out FM receivers to stimulate sales during the slack January-February-March season. The network group met last Monday at Pinehurst, N. C., where NAB District 4 held its annual session.

Ray A. Furr, WIST (FM) Charlotte, N. C., presided. Two stations were invited to join Dixie—WLOS-FM Asheville and WMFD-FM Wilmington. The group plans to appoint a network salesman and prepare promotion literature.

Program periods were offered U. of North Carolina, for a 15-station pickup of its *University Hour*, and the Wild Life Resources Commission of North Carolina, for a 15-minute live program. Four other programs were approved, including a daily news report with three stations feeding service, daily live organ music, commentary by the High Point *Enterprise* on state affairs, and weekly musical shows by the Harmonettes and Dixie Combinators.

Germans Thank NAB

AMERICAN broadcasters were thanked for their donation of radio receivers to German schools in a letter from Alfons Simon, president of the German Society for Education. Funds for the sets were raised last year in NAB's "Silver Shower" campaign.

Francis Freeman Payne

FRANCIS FREEMAN PAYNE, 60, owner of CKLN Nelson, B. C., and publisher of the *Nelson Daily News*, died Oct. 9 at Halifax, while attending directors meetings of the Canadian Daily Newspaper Assn.

Dist. 4 Resolution

(Continued from page 25)

tors immediately call the deplorable breakdown of the historic "good neighbor" policy between friendly countries of the northern half of our hemisphere to the attention of the President of the United States, the Secretary of State, and the Chairman of the FCC, through their elected representatives in the U. S. Senate and the House of Representatives.

And be it further resolved that each such representative in the Senate and House be requested to demand the return of the status quo by Cuba and Mexico, and failing prompt and favorable action by these two countries, to provide for institution of sanctions against Cuba and Mexico, among which could be:

(1) Elimination of protection by U.S. radio stations to Cuban and Mexican stations

(2) Rearrangement of the Cuban cane sugar quotas

(3) Establishment of passport restrictions against the two countries

(4) Withdrawal of currency support to the countries involved

(5) And such other measures as may be effective

And be it further resolved that a copy of this resolution be furnished the President of the United States, the Secretary of State, the Chairman of the FCC and the members of the U. S. Senate and House Foreign Relations Committees.

WHAT A
CUSHION
(IT WAS NEVER LIKE THIS BEFORE)

$4,567,999,000
BANK DEPOSITS 12/31/48
$ VAL. SAVINGS BONDS 12/31/48
in the
228 WOW COUNTIES (BMB)
IN NEBRASKA, IOWA, SOUTH DAKOTA, MISSOURI, AND NORTH DAKOTA.

THIS IS.... READY MONEY

...READY TO BE SPENT NOW or in the FUTURE FOR WHATEVER YOU HAVE FOR SALE!
in
WOW-LAND
An Always Rich Farm Market . . .
COVERED *ONLY* BY

RADIO WOW, Inc.
OMAHA
5000 WATTS • 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE
AND BLAIR-TV, INC

Still the best mousetrap...

In all advertising, there's only one medium where one advertiser reaches over half the population of the country... 21,000,000 families!... with one program in one month. He does it with Network Radio... on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers ...everywhere in America week in, week out...at an average cost of approximately 85¢ per thousand people: the lowest cost of *actual "advertiser circulation"* in all advertising today.

Editorial

Count of Noses

THE biggest statistical job in history—the 1950 U. S. decennial census—will affect broadcasters in two ways.

First, the nose count of 150 million people and the way they live will show how many of them have radio and television receivers in their homes. Second, broadcasters will play an important role in preparing the public for the census taker's call.

The latter role is an important one. Because of the Census Bureau's desire to provide data of highest possible accuracy, broadcasters will be asked to help brief the public so the army of enumerators can get quick and reliable information.

Vast volumes of data will come out of the census, showing what has happened in this decade and where it has happened. The facts will be of incalculable help to every businessman in the nation, whether he be broadcaster, advertiser, merchant or manufacturer.

Broadcasters, in turn, can be of equal help to the Census Bureau. Already NAB District 4, largest in the association, has pledged full cooperation in the census operation, setting the pace for an industry that stands to benefit perhaps more than any other as Uncle Sam in person counts and tabulates the number and whereabouts of radio homes.

Free To Look and Listen

TODAY, as United Nations celebrates the fourth anniversary of the signing of the UN Charter, all America will attend the birthday party by radio. Networks and local stations alike have scheduled scores of special programs saluting the UN, hailing its efforts toward international understanding and peace. When President Truman lays the cornerstone of the UN's permanent headquarters in New York, the radio coverage will be augmented by a pooled TV report that will enable millions of viewers to see as well as hear this historic ceremony.

Such support of the UN from American broadcasters is nothing new; it is the rule, not the exception. Better than most, American broadcasters can appreciate UN's fight to break down the barriers set up by fearful and jealous nations against the free flow of news and information. Through UN, the democratic ideals of "freedom to listen" and "freedom to look," so firmly established in this land, are gaining worldwide acceptance.

Gen. David Sarnoff, RCA chairman, recently concluded an address before the American Assn. for the United Nations with these words: "The potentialities of radio and television in the effort to create a greater understanding among the people of the world are unlimited. But these potentialities can be translated into positive results only if people everywhere are given the opportunity to exercise their rights to hear and to see what goes on in this world. This, I firmly believe, is the best way for the peoples of all nations to learn the truth and to know the facts that may vitally affect the peace of the world, the welfare of their nations and their individual freedom."

Today, millions of radios will deliver to millions of homes new proof of the devotion of American broadcasters to that ideal and of their wholehearted support of United Nations toward its achievement.

Radio's Atom B(o)MB

RADIO HAS never turned a deaf ear to a fair proposition. Such a proposition is advanced by Melvin Brorby, vice president of Needham, Louis & Brorby Inc., anent BMB, of which he is a director.

Mr. Brorby wants BMB saved, but not necessarily as is. He deplores the lack of station support, what with only 600-odd station subscribers to BMB Study No. 2, slated for release next month (though it's our guess it will be December).

Mr. Brorby wants agencies to attest to the indispensability of a radio measuring service before the NAB board meets Nov. 14 to decide BMB's fate. He inveighs against "blackmail" or "undue pressure" upon stations. He asks simply that the NAB board delay action until after Study No. 2 has been published. Then he urges a committee of agency, advertiser and station people be named.

That's a fair deal. Certainly radio has nothing to lose, if it uses its head.

BMB has been ill-starred from the start. It was mismanaged, manhandled, maligned and mangled. It was turned against radio itself. Small wonder, then, that so many of the broadcasters who helped pay the $1,300,000 freight for Study No. 1, and who were called upon to meet subsequent deficits of unknown or perhaps questionable origin, should be quizzical.

Everyone is agreed that radio needs uniform coverage standards—but not those open to question or which can be used as a means of beating down rates in the most underpriced and undersold of the media.

Radio has paid the BMB bill. But it has had a mere one-third voice in its operation. That is only part of the job since many agencies and advertisers still buy exclusively via program ratings, over which stations haven't a scintilla of voice, either as to method or result.

A decade ago, when radio was faced with loss of a basic raw material—music—Broadcast Music Inc. was created by, of, and for broadcasters. It is today a highly successful wholly-owned radio entity. It owes its allegiance only to radio. Through radio the public, advertiser and agency have benefited.

Could the BMB answer lie in such an entity in coverage research—and program ratings too? It's certainly worth exploring.

It should be remembered that the Audit Bureau of Circulations wasn't born in a day or a decade. Now—after 35 years—ABC is reported in the throes of a bitter battle which could result in stem-to-stern reorganization.

So, we welcome Mr. Brorby's timely suggestion. It behooves radio to weigh carefully all of the facets of this problem, which can spell out the economic future of the radio media. The BMB experience of the last four years and the program rating rantings of the last decade serve as unparalleled guideposts.

Ho Hum, Amigo

IN OUR issue of Oct. 3, we published an editorial titled NARBA Snarl (Mex.) in which we made mention of an advertisement in the same issue bought by XERF, a Mexican border station. We alluded to the fact that this ad claimed comprehensive U. S. coverage for XERF, and we stressed the border station problem as one confronting the NARBA conference in Montreal. The ad was one of a scheduled series. We did not accept the ad as first written because it was slanted per inquiry-wise. The series of ads has been canceled. It is running in other publications *as submitted*. Ho hum!

Our Respects To -

WILTON LOUIS GUNZENDORFER

"THERE are just two things to re-
ber about the advertising busine
firstly, when a man dies he may le
an estate, but nowhere among his legacies d
he pass on his brand preferences. Second
when babies are born they do not have bra
preferences. So if you remember that n
customers are being born daily and others a
dying daily, you hold the key to understandi
the function of advertising."

This sage advice came from the late W
Rogers, following a broadcast from the D
Lee studios in Hollywood a number of yea
ago. The eager young listener to whom t
advice was directed was Wilt Gunzendorfe
then a network producer with high hopes
making radio and radio advertising his caree
That he remembered the words and used t
"key" well is evidenced by Mr. Gunzendorfe
present position as general manager of KRO
Oakland, Calif.

Wilton Louis Gunzendorfer was born May 2
1899, in San Francisco, where he received h
early schooling. During his college life
the U. of California (Berkeley), he major
in civil engineering. Decidedly minor were
few advertising courses, taken as elective
Concurrently, music was his meal ticket.

The latter was a heritage. His grandfath
had led the first brass band in the state
California and his father played clarinet. Tw
generations of clarinet could easily lead to
third and it did. But the third generation wa
equally versatile on the saxophone.

Thanks to his musical ability, Mr. Gunzen
dorfer was well able to earn his way throug
school. While in school (1918 through 1922
he made his radio debut in 1921, playing
just about every station in the Bay region.

Most of this time he had his own orchestra
After obtaining his B. A. degree, Young Gun
zendorfer set out to sell automobiles and soo
got an idea of selling them by radio. So h
formed a six man combo which was paid $
per man to perform two quarter-hours weekly
After a year, they were considered too expen
sive and were cancelled out.

Between theatre engagements and othe
band dates, Mr. Gunzendorfer found he really
had little time to sell autos. So in early 1925
he left the auto field and took up music full-
time. At first he took a band on the road
tying in promotionally with a motor car com-
pany. Even when the firm decided to dis
continue, he carried on with the band. At on
point his band was playing in two theatres o
concurrent engagements, doubling back an
forth between their presentations at each house

(Continued on page 73)

" No (sob) KJR "

KJR doesn't reach everybody!

But KJR *does* blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the *important* area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!

Talk with AVERY-KNODEL, Inc., about KJR!

KJR

SEATTLE **5000 WATTS AT 950 kc.**

A Marshall Field Station

for Western Washington... An Affiliate of the American Broadcasting Company

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 24, 1949

COLOR COMPARISONS

RCA Asks Two-Month Delay

THE PROSPECT of further delay in FCC's color television hearing was raised last week as RCA, sponsor of one of the three systems under consideration, petitioned for a two-month postponement of the compartive demonstrations now slated for Nov. 14.

The petition reported that Color Television Inc., sponsor of another color technique but not included in FCC's plans for the Nov. 14 comparisons, not only expects a comparative showing but has indicated through its attorneys that it plans to have its equipment in Washington "by the end of January" for that purpose. FCC's official agenda had made no provision for comparative tests for CTI or for any sessions after cross-examination in December.

RCA claimed comparative tests should be delayed until all systems, including CTI's, could be included, and also that the additional time is needed for adequate field-testing of the RCA system and apparatus.

At the same time it was disclosed that Allen B. DuMont Labs. and the Philco Corp., which have taken the position that color should not be standardized now, will work with CTI on equipment for its system—particularly on a single direct-view, three-color tube.

These developments came Thursday at the end of the fourth week of the color hearings, after 3½ days devoted to highly technical testimony by CTI witnesses explaining their all-electronic color system, and further Commission questioning of Dr. Peter C. Goldmark, inventor of the CBS system, third color technique under study.

Edward K. Wheeler, counsel for Radio Mfrs. Assn., told the Commission that manufacturers feel each of the rival systems is entitled to "a full showing" with the best apparatus available. Accordingly, he said, since CTI does not now have the direct-view tube which figures so largely in its plans, several RMA tube manufacturer-members volunteered to help.

CTI witnesses have estimated that with a single direct-view three-color tube existing sets could be converted to CTI color for about $65 to $75, but that present proposals are based on the use of projection sets and that CTI does not think the public generally will be disposed to buy converters for any system.

Counsel for CTI and for DuMont reported to the Commission (1) that a CTI tube expert was to begin conferences at the DuMont laboratories last Thursday, and (2) that two Philco engineers will arrive at CTI's San Francisco headquarters today (Monday) to begin work on tubes and circuits. DuMont, it was reported, is undertaking to build 20 tubes from CTI laboratory models.

Comr. Robert F. Jones thought "this cooperative program" made it "all the more compelling" that CTI's demonstration to FCC, slated for San Francisco the week of Nov. 28, be held in the East. But CTI counsel protested it would be "impractical" to undertake now to transport all the CTI equipment from San Francisco, where tests are being conducted via KPIX(TV).

Offers to CTI

It was also brought out that CTI had been offered, and declined, the use of Philco's WPTZ (TV) Philadelphia and DuMont's WTTG (TV) Washington, and that other manufacturers — including Sylvania Electric Products, Crosley, and Bendix—had also offered cooperation.

The week's developments also included:

● A plea by Skiatron Corp., of New York, for rejection of both the RCA and CBS color systems on grounds that "additive" color processes are "obsolete in principle" and inferior to a "subtractive" system to be offered by Skiatron (see story page 50).

● A call by the Commission for receivers from CBS, RCA, and CTI to permit independent testing by the FCC staff.

● Michael L. Kaplan, president of Television Mfrs. Assn., wired the Commission that no "completely compatible system" has been presented and that therefore color should be delayed.

RCA, in its petition for postponement of the comparative showings of the RCA and CBS color operations and DuMont black-and-white, said the additional time is needed to field-test its system, to get its equipment ready for a "fair" comparison, and to enable CTI to participate in the same demonstrations.

The "shake-down" period of field-testing RCA equipment is just now starting and must be followed by refinements and observation in actual performance before a comparative demonstration will be "meaningful and appropriate," RCA declared.

The company estimated that this point would come about "midway in the six-months [field-testing] program which it has indicated would be required before standards should be adopted."

Then there should be about three months of further work "to determine final specifications for standards," RCA declared. It said field-testing thereafter will concentrate on determining production designs based on practical operating conditions and experience.

RCA made clear that it does not intend to follow the CBS suggestion and put its projection receivers up against Columbia's direct-view sets in the comparative demonstration. The petition quoted Columbia's Dr. Goldmark as saying projection sets would not give as good an impression as direct-view sets.

RCA now has only two direct-

(Continued on page 50)

LOCAL & SPOT TV

REC Hears Flanagan

THE TELEVISION broadcaster must derive his real income from spot time and local time sales where he gets the big share of the advertisers dollar, T. F. Flanagan, president of National Assn. of Radio Station Representatives, told members of New York's Radio Executives Club last Thursday.

"Even in AM, it is a mathematical fact shown in the FCC figures that the stations get more income out of $100 million of spot time sales than they do out of $133 million of network time sales," he said at the group's regular luncheon meeting at the Roosevelt Hotel. Outlining network's extraordinary expenses which, added to coaxial cable charges, leave only a fraction of the sponsor's dollar for stations, he pointed out that "the station can, therefore, only hope the networks will give it outstanding shows."

Video advertising's powerful sales impact provides good prospects for stations in both spot and local, Mr. Flanagan said, adding that while time costs are reasonable enough, production and cable costs provide a hitch. "Now if our geniuses who made the films the theaters bought and the public paid to see, can give us the top part of motion picture quality production at a cost substantially below the combined live studio and cable costs, many an advertiser can see low-cost advertising results in spot film program shows," he declared.

Program Types Needed

He stressed the need for interesting, local household economics programs for advertisers of food and household products, and of special-technique programs for multiple manufacturers of many advertised products. He described "an enormous TV market" among regional, seasonal, new product and product-testing advertisers, who are having "large, continuing and growing success in AM."

The problem, said Mr. Flanagan, is not one of quantity, but of good shows at a fair price.

Warning broadcasters against thinking there is enough magic in television to excuse "any old footage" of film, or low quality programs built to a low price, Mr. Flanagan pointed out that the motion picture industry can make films that stations can run "to make people laugh, or to thrill them . . . and come back again to view. They have been doing it for 50 years," he said.

Mentioning the importance of music to TV entertainment, Mr. Flanagan told broadcasters they'd have to wait to hear from Mr. Petrillo before they can get the best new film production. "Until the AFM scale is out and the musicians ready to go to work, and we learn the wage scale and royalty rates," he said, "we are breathing with one lung."

One-minute spot announcements and station breaks will be more important to advertisers and stations in TV than in AM, he told the

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PACIFIC AAAA

TV Order of Business At 3-Day Meet

RADIO was notably conspicuous by its absence, but television came in for a pat on the back at the three-day annual convention of the Pacific Council of American Assn. of Advertising Agencies held last week (Oct. 16-19) at Arrowhead Springs, Calif.

In speaking on television, Barton A. Stebbins, head of Barton A. Stebbins Adv., Los Angeles, said that successful television advertising is available to advertisers with small budgets as well as those with large appropriations.

As proof, Mr. Stebbins cited the tremendous results received from TV spot announcements by several of his own clients—automobile dealers, manufacturers of food products and household utensils—who had "only chicken feed" to spend. In all cases a profit resulted from the spots.

"Practically everything we have done in TV," said Mr. Stebbins, could be done by any large or small agency in any market where there is any television operation at all."

Mr. Stebbins declared television has "strong advantages" even in a market where there are comparatively few sets; for the percentage of people watching television has been found to be twice as high as those listening to their radios.

"With a reasonable talent budget," he concluded, "you can get television listeners at almost the same rate per thousand as you can on AM."

Main speaker at the convention was Clarence B. Goshorn, president of Benton & Bowles Inc. and chairman of the board of the AAAA. Speaking on "Communication Through Advertising," Mr. Goshorn called advertising the "most powerful of our vehicles of communication" and urged agency men not to "impair it by abuse."

Not only has advertising influenced other media, said Mr. Goshorn, but it also has had a great effect in the educational and cultural spheres.

Advertising men, Mr. Goshorn continued, have learned how to make their messages easier to read and how to make more people read them, through much study. And they have further determined the impacts of these messages on readers, he added.

Quoting from various surveys, Mr. Goshorn stated that, except for a small percent, most people trust advertising. Chief complaints he found were misrepresentation, misleading statements and exaggerations. These, he felt, were not as a result of intentional fraud but of over-enthusiasm for a product.

Calls for Clarity

Warning against being obscure and unintelligible or uncommunicative in advertising, he concluded that "not only do other channels of communication depend on it, for their influence, but it is most vital to the smooth running of our economy."

Over 200 advertising executives attended the three-day convention. C. Burt Oliver, general manager of Foote, Cone & Belding, Hollywood, presided.

Other speakers at the sessions:

Fairfax M. Cone, board chairman, Foote, Cone & Belding who spoke on "The Real Miracle of America"; Earle Ludgin, president and treasurer, Earle Ludgin & Co., "Good Taste in Advertising"; John P. Cunningham, partner, Newell-Emmett Co., "AAAA Booklets on Personnel"; Louis N. Brockway, executive vice president, Young & Rubicam, and Charles Hawkins, Los Angeles manager, Barnes Chase Inc., "AAAA Examinations"; James H. S. Ellis, president, treasurer and general manager, Kudner Agency Inc., "Atmosphere in Which We Work."

At the business meeting held the first day, George Weber, vice president of Mac Wilkins, Cole & Weber, Seattle, was elected president of the AAAA Pacific Council, succeeding C. Burt Oliver.

Other officers elected were L. C. Cole, head, L. C. Cole Co., San Francisco, vice president; Merle Manly, secretary-treasurer, Botsford, Constantine & Gardner, San Francisco, secretary-treasurer. Barton A. Stebbins was elected to board of directors; Herbert O. Nelson, Ruthrauff & Ryan, San Francisco, was re-elected to board.

WMBR-TV's DEBUT

Sweeping Coverage Reported

UNUSUAL terrain and the 475-foot transmitter in operation may account for the unofficial reports of blanket reception covering most of north Florida and south Georgia, WMBR-TV Jacksonville speculated late Thursday after a tabulation of response. Station began regular telecasting Oct. 16.

While cautious on reports of widespread coverage pending official checks by engineers, WMBR-TV said it received hundreds of telegrams and telephone calls from points ordinarily out of reception range. Messages rolled in from video viewers in Tampa, Daytona Beach and Orlando, Fla., and Savannah, Waycross and Albany, Ga. Glen Marshall, secretary-treasurer of Florida Broadcasting Co. operating both WMBR and WMBR-TV, came up with the terrain theory because of Jacksonville's flat countryside.

WMBR-TV is on channel four with a regularly scheduled period from six to ten p.m. daily and Sunday which the station expects to expand in the future. Sports events form the bulk of local programming while national shows are headliners from all networks and telecast by kinescope film. Frank King is president of the company.

"Preview" events the nights of Oct. 14-15 preceded the opening with a program originating at a local department store aired first followed the next night by a pickup of a football game. Regular programming already has spurred gains in TV set sales in the area, station reports.

CATCHING the show before Hoffman Television arranges 52-week contract for *Hoffman Hayloft* on WBAP-TV Fort Worth are (l to r): Jack Holmes, WBAP coml. dept.; Les McNeely, Hoffman Television sales mgr.; Ken Houchins, star of show; Ed. Greeney, Hoffman engineering dept.; Jack Frost, Hoffman, dist. rep.

DR. FRANK O. BACK demonstrates his Zoomar lens for officials of WTVJ (TV), Miami's first television station. The inventor demonstrated $7,500 lens Oct. 1-2 in the studio and at a high school football game telecast. Officials are considering the purchase of one of Dr. Back's lenses.

INTERESTED in the sponsor's product are (l to r): Gil Martyn, announcer-producer of KTLA (TV) Los Angeles *Chrysler Newsreel*, sponsored by Chrysler-Plymouth dealers; Lee Cooley, director of TV, McCann-Erickson Inc., New York; L. M. Tuttle, Chrysler sales div. regional mgr.

RCA's new theatre TV projector is inspected at TESMA-TEDA meet in Chicago by Barton Kreuzer (l) of RCA and Si Fabian, Fabian Theatre Corp. pres. Fabian Corp. was pioneer user of converter which brought theatre-size images of recent World Series games to several cities.

PHILIP J. LASKY (l), general manager of KPIX (TV) and KSFO San Francisco, and Les Hoffman, president of the Hoffman Radio Corp., get together at recent party. The occasion marked the unveiling of the new 19-inch screen Hoffman television set for dealers and newsmen.

HUMAN FLY act is staged during installation of WSAZ-TV Huntingington, W. Va., 50-ft. super-turnstile antenna on 310 ft. tower by Merle Cupp's Electrical Tower Service of Peoria, Ill. Antenna slipped in place Oct. 9. Station Manager Lawrence H. Rogers 2d has set Nov. 15 for the start of operation [story, page 49].

ASCAP TV MUSIC

Tentative Rates Studied

INDUSTRY and ASCAP negotiators working on a per program formula for TV music will explore tentative rates drawn up last week after a series of joint meetings.

Agreement to submit this proposed formula for study by each group concluded a busy copyright week in which three television networks—ABC, CBS and NBC—signed a five-year pact for blanket use of ASCAP music on TV networks and their owned stations.

DuMont network indicated it planned to sign this blanket contract but wanted time to look it over before taking final action.

Since large numbers of TV stations have indicated they do not intend to sign blanket contracts, interest at the weekend centered on the formula drawn up by the special industry subcommittee handling per program TV negotiations with ASCAP.

A joint statement issued Wednesday by ASCAP and the TV subcommittee said the groups had recessed, expressed satisfaction with progress and indicated they will reconvene in the near future.

Meantime members of the industry subcommittee will have a chance to check the proposed rates against their logs to determine the exact effect and permit comparison with the new blanket contract adopted Monday. Chairman of the industry per program subcommittee is Dwight W. Martin, WLWT (TV) Cincinnati.

ASCAP negotiators will sound out sentiment of the copyright group's membership. They are under pressure to complete action by Dec. 31.

Neither industry nor ASCAP negotiators desire to submit the subject to the Dept. of Justice and both sides emphasize that the negotiations are on a friendly basis. Under the department's ASCAP consent decree, any per program rates adopted must bear a reasonable resemblance to the blanket contract.

Terms Completed

Week began auspiciously with the completion of the terms of the blanket license forms over which attorneys for the TV broadcasters, chiefly the networks, and ASCAP had labored for months. At five o'clock Monday afternoon, Mark Woods, president of ABC; Lawrence W. Lowman, CBS vice president in charge of television, and Charles R. Denny, NBC executive vice president, signed licenses binding their TV networks and the TV stations they own to pay a percentage of their gross incomes to ASCAP for five years in exchange for the right to use the music of ASCAP members on their video programs during that time.

Fred E. Ahlert, president of ASCAP, signed the contracts for ASCAP. Deal is retroactive to Jan. 1, 1949, the former gratis TV licenses issued by the society having expired wih the calendar year 1948. Since then, while negotiations for these new licenses have been in progress, television stations and networks have continued to use ASCAP music without restriction under extensions of the overall licenses granted by ASCAP periodically throughout the year.

The new station blanket commercial license forms call for payment by TV broadcasters of rates approximately 10% higher than those paid by the radio stations and networks. The AM rates are computed by taking gross time sales, deducting rate card discounts and rebates, 15% agency commission and 15% sales commission, and then figuring 2.25% of those net time sales as the sum due ASCAP. For TV, the formula is the same, except that an additional 10% is added to the final figure.

Network blanket commercial license fees are calculated in the same manner, with two exceptions: (1) The cost of interconnecting stations (comparable to the AM wireline deductions allowed in radio contracts) will be allowed up to 25% of net time sales during the first two years of the contract, 20% during the third and fourth years and 15% during the fifth and final year; (2) the network fee is 2.75% instead of the 2.25% paid by individual stations. Contracts provide for clearance at the source on network programs.

Station blanket sustaining fees are related to the net income of the TV stations. If a station nets $150,000 or more a year, its monthly sustaining fee to ASCAP is the amount of its highest half-hour

(Continued on page 54)

October Television Summary

Markets, Stations and Sets Per Market

Based on BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	16,000	RMA
Baltimore	WAAM, WBAL-TV, WMAR-TV	87,676	TV Circ. Comm.
Binghamton	.....	400	Wholesalers
Birmingham	WAFM-TV, WBRC-TV	5,100	Dealers
Boston	WBZ-TV, WNAC-TV	146,392	TV Comm.
Buffalo	WBEN-TV	35,942	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV,WNBQ	200,000	Elec. Assn.
Charlotte	WBTV	7,000	Distributors
Cincinnati	WCPO-TV, WKRC-TV, WLWT	35,000	Distributors
Cleveland	WEWS, WNBK	87,741	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	14,000	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport*	.....	1,750	Distributors
Dayton	WHIO-TV, WLWD	18,000	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	90,000	Station
Erie	WICU	8,200	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV	16,000	Dist. & Deal.
Grand Rapids	WLAV-TV	6,200	Distributors
Greensboro	WFMY-TV	4,608	Distributors
Houston	KLEE-TV	6,500	Distributors
Huntington	.....	154	Distributors
Indianapolis	WFBM-TV	9,200	Dealers
Jacksonville	WMBR-TV	1,500	Wholesalers
Johnstown	WJAC-TV	5,000	Distributors
Kansas City	WDAF-TV		
Lancaster	WGAL-TV	13,769	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	213,273	Rad. & Appl. Assn.
Louisville	WAVE-TV	10,557	Accountants
Memphis	WMCT	8,100	Distributors
Miami	WTVJ	9,700	U. of Miami
Milwaukee	WTMJ-TV	41,147	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	35,200	Stations
New Haven	WNHC-TV	44,100	Station
New Orleans	WDSU-TV	7,500	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	835,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Oklahoma City	WKY-TV	9,694	Distributors
Omaha	WOW-TV, KMTV	6,757	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	227,500	Elec. Assn.
Pittsburgh	WDTV	35,000	Dist. & Deal.
Portland	.....	606	Eng. Est.
Providence	WJAR-TV	16,392	TV Comm.
Richmond	WTVR	15,453	Distributors
Rochester	WHTM	3,139	Elec. Assn.
San Diego	KFMB-TV	11,600	Dealers
San Francisco	KGO-TV, KPIX	15,000	N. Cal. Elec. Assn.
Schenectady	WRGB	28,500	Distributors
St. Louis	KSD-TV	49,500	Union Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	10,100	Distributors
Syracuse**	WHEN	11,500	Distributors
Toledo	WSPD-TV	22,000	Distrib. Assn.
Tulsa	.....	1,000	Station
Utica-Rome	.....	2,250	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	63,200	TV Circ. Comm.
Wilmington	WDEL-TV	17,886	Dealers
Total Markets 56;	Stations 87;		Sets 2,574,486

* Also claims coverage in Moline, Rock Island, East Moline.
** Also claims coverage in Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city. Total sets in all cities surveyed is necessarily approximate since two areas may overlap in some instances. To offset this there are many scattered sets in areas not in the primary area of a television station and not included in the survey.

EXAMINING video equipment at DuMont TV Network studios in New York are (standing, l to r), Don Romulo O'Farrill, president of MEXTV - Novedades, Mexico City, Mex., first video station in Latin America, and Mexico's Minister of Commerce and Public Works, Lic. Agustin Garcia Lopez. Equipment was subsequently purchased for new station through Tri-Continental Trading Co., New York. Seated are two DuMont technicians.

* * *

MEXICO VIDEO

First Outlet Buys DuMont Unit

PURCHASE of DuMont video equipment for Latin America's first television station, MEXTV-Novedades, Mexico City, Mex., was revealed last week by Tri-Continental Trading Co., New York agent for the transaction.

It was learned that Melvin L. Smith, U. S. director of Tri-Continental, and Ingeniro Luis F. Figueredo of the firm, would soon go to Mexico City to complete installation of the video station on or before Dec. 31, 1949.

President of the new station is Don Romulo O'Farrill, publisher of *Novedades*, Mexico City's leading newspaper. Plans call for establishing studios on the 13th and 14th floors of the National Lottery Bldg. The station will operate on Channel 9, which already has been allocated by the Mexican government.

It also is planned to telecast the New Year's Eve inaugural of MEXTV-Novedades from Mexico's Presidential Palace. Mexico's President Miguel Aleman is expected to open the ceremonies.

Allis-Chalmers TV

ALLIS-CHALMERS Mfg. Co., Milwaukee, will sponsor NBC-TV telecast of the judging and selection of the grand champion steer at the International Livestock Exposition in Chicago Nov. 29 for the second time. Last year the judging was telecast only on the midwest TV hookup. Show, scheduled from 2 to 3 p.m. CST, will originate in the main show ring of the International Amphitheatre. NBC will telecast another half-hour sustaining. Agency is Bert S. Gittings Advertising, Milwaukee.

After careful study of that firm's plan for selling television time, and in view of our gratifying experience in past years' association, we take great pleasure in announcing appointment of

EDWARD PETRY & CO., INC.

as our exclusive national

TELEVISION REPRESENTATIVE

with offices in

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS

SAN FRANCISCO • DETROIT • ATLANTA

WOAI-TV

Channel Four

San Antonio, Texas

Telestatus

Analysis of September Advertisi

(Report 82)

TELEVISION, having passed through its expected summer slump in business, continued in September an upward trend in the number of advertisers started the month before. The number of advertisers, including network, spot and local, climbed from 1,415 in August to 1,537 for September—an all-time high.

Five new stations in three markets were added between August and September, bringing the total reporting stations for last month to 76. These cover 43 video markets. Increases in the number of advertisers were registered by all but three markets and here losses were small. All four video networks gained during the month.

These figures are based on information supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network information is based on a one month period and includes all stations, material being furnished to the Rorabaugh Co. by the networks. Spot and local figures are based on the test week of Sept. 4-10 and exclude two stations which do not report their business activity.

The networks gained 27 advertisers for the month, bringing the total to 59. These advertisers sponsored 71 different programs as compared to 43 in August. Five programs were dropped and 33 returned or were added, making the net increase of 28 shows between August and September. Renewals held a slight edge over new programs in the added video fare. Network business was handled by 45 agency offices.

NBC, which lead in the number of network advertisers, gained 13 from August for 24 in September (Table I). In second place was CBS with 21 advertisers. This is a gain of 10 accounts from August. ABC picked up five new advertisers bringing its September total to 15. Seven different advertisers used the facilities of the DuMont Television Network in September, one more than in August.

Each advertiser is counted only once for each network although he may back more than one show. If an advertiser sponsors different shows on different networks he is counted in the total for each network where business is placed. General Foods, for instance, backed *Mama* and *The Goldbergs* on CBS-TV but is counted only once for that network. The firm also is included in the total for DuMont where it sponsors *Small Fry Club*, and for NBC-TV where it backs *Leave It to the Girls*. Figures in Table I therefore can not be added across by months to get the total number of advertisers.

City with the greatest number of network accounts was New York which recorded 63 advertisers for the month. In a tie for second place, Washington and Philadelphia had 59 network advertisers each. The three outlets in Baltimore carried 58 pieces of network business and Chicago's four stations had 55.

Spot business increased by 36 advertisers, going from 301 in August to 337 in September (Table II). There were 67 newly active accounts, the difference being due to accounts dropped during the month. Most of the additions and deletions were accounts using two or three stations, although Cameo Curtains Inc. d'd start a 15 station schedule. Pepsi-Cola began on nine stations and International Shoe Co. placed business on seven stations in as many markets. The big spot buyers—American Tobacco, Oldsmobile Div. of General Motors, Benrus, Bulova, etc—showed little fluctuation in their schedules. Spot television was placed by [illegible] agency offices, an increase of [illegible] from August.

New York also lead in spot [illegible]

(Continued on page 48)

TABLE I

59 NETWORK ADVERTISERS DURING SEPTEMBER

Month of	ABC	CBS	DTN	NBC
1948 June	—	4	1	13
July	—	3	2	13
Aug.	—	3	5	13
Sept.	—	4	5	15
Oct.	3	6	5	24
Nov.	3	6	5	29
Dec.	2	9	6	28
1949 Jan.	2	9	4	24
Feb.	3	15	6	29
March	4	20	6	26
April	7	21	7	30
May	15	23	6	25
June	14	21	6	23
July	11	13	5	18
Aug.	10	11	6	11
Sept.	15	21	7	24

Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

TABLE II

Report of	Markets	Reporting Stations	NO. OF ADVERTISERS Network	National-Regional Spot	Local-Retail	Total
1948 June	11	20	14	76	144	234
July	16	26	14	113	153	280
Aug.	19	32	18	122	197	337
Sept.	19	32	21	119	236	376
Oct.	21	37	33	181	301	495
Nov.	21	37	37	216	373	626
Dec.	23	41	37	230	413	680
1949 Jan.	27	46	33	225	469	727
Feb.	30	54	46	258	614	918
March	30	55	50	267	711	1028
April	32	59	57	291	877	1225
May	34	59	57	328	958	1343
June	38	65	54	324	1055	1433
July	38	66	42	299	1028	1369
Aug.	40	71	32	301	1082	1415
Sept.	43	76	59	337	1141	1537

NETWORK figures listed above are based upon a period of an entire month. NATIONAL REGIONAL SPOT and LOCAL-RETAIL figures are based upon a sample week out of each month, excepting for sports events which are reported like network, for an entire month.

TABLE III

NO. OF ADVERTISERS BY MARKETS

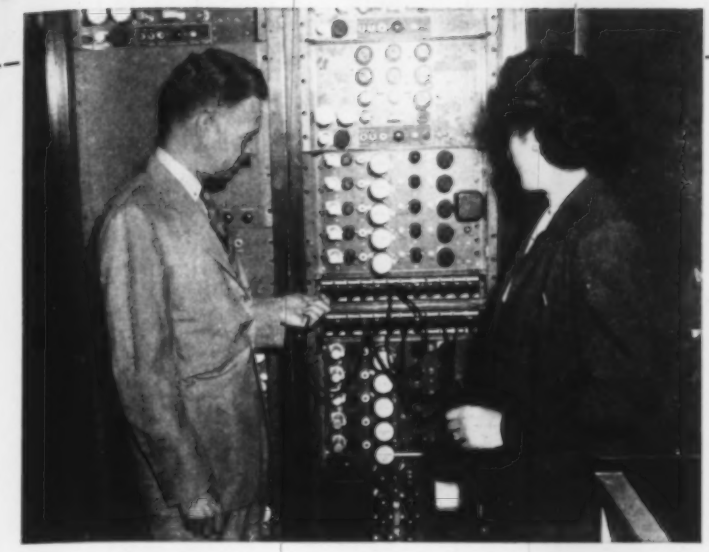
Markets Covered	No. of Reporting Stations	Net.	Nat.-Reg. Spot	Loc.	Sept. Total	Aug. Total	Gain or Loss
Atlanta	2	18	15	35	68	52	16
Baltimore	3	58	34	54	146	132	14
Birmingham	2	8	4	34	26	9	17
Boston	2	54	34	32	120	92	28
Buffalo	1	32	20	45	97	76	21
Charlotte	1	5	5	7	17	14	3
Chicago	4	55	48	53	156	134	22
Cincinnati	3	27	32	36	95	78	17
Cleveland	2	49	26	31	106	83	23
Dayton	2	27	28	26	81	63	18
Detroit	3	53	39	47	139	124	15
Erie	1	29	9	38	76	72	4
Ft. Worth-Dallas	1	10	17	14	41	38	3
Grand Rapids	1	9	—	16	25	13	12
Houston	1	11	12	5	28	23	5
Indianapolis	1	9	12	15	36	29	5
Lancaster	1	26	13	26	65	48	17
Los Angeles	6	25	53	115	193	172	21
Louisville	1	13	10	12	35	28	7
Memphis	1	14	9	19	42	43	(1)
Miami	1	7	5	33	45	48	(3)
Milwaukee	1	38	17	38	93	72	21
Minn.-St. Paul	2	16	16	23	55	46	9
New Haven	1	30	23	10	63	54	9
New Orleans	1	10	14	9	33	31	2
New York	6	63	77	38	178	147	31
Oklahoma City	1	6	6	9	21	18	3
Omaha	2	8	4	6	18	—	18
Philadelphia	3	59	45	59	163	138	25
Pittsburgh	1	35	10	16	61	56	5
Providence	1	20	12	7	39	—	39
Richmond	1	30	7	7	44	30	14
Rochester	1	21	4	11	36	28	8
Salt Lake City	2	9	4	37	50	42	12
San Diego	1	7	8	13	28	24	4
San Francisco	2	15	15	26	56	52	4
Schenectady	1	34	6	16	56	41	15
Seattle	1	13	8	11	32	26	6
St. Louis	1	38	21	10	49	57	(8)
Syracuse	1	8	8	15	31	18	13
Toledo	1	26	16	40	82	57	25
Washington	4	59	22	56	137	117	20
Wilmington	1	23	3	11	37	—	37

Note: An advertiser who buys both network and spot time is counted TWICE in the "Total" columns. A network advertiser sponsoring more than one show in a given market is counted ONCE in the "Network" column.

TABLE IV

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	—	2	7	9
2. Apparel, Footwear & Access.	2	11	63	76
3. Automotive, Automotive Equipment & Access.	8	13	163	184
4. Beer & Wine	2	89	8	99
5. Building Materials, Equip. & Fixtures	—	—	57	57
6. Confectionary & Soft Drinks	3	25	25	53
7. Consumer Services	—	—	78	78
8. Construction & Contractors	—	—	9	9
9. Drugs & Remedies	1	4	7	12
10. Entertainment & Amusements	—	—	21	21
11. Food & Food Products	8	78	162	248
12. Gasoline, Lubricants & Other Fuels	3	7	11	21
13. Horticulture	—	—	4	4
14. Household Furnishings, Equip. & Supplies	6	24	128	158
15. Industrial Materials	—	1	3	4
16. Insurance, Banking & Real Estate	—	2	46	48
17. Jewelry, Optical Goods & Cameras	—	7	20	27
18. Office Equip., Stationery & Writing Supplies	1	2	5	8
19. Publishing & Media	1	1	22	24
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	4	11	148	163
21. Retail Stores & Shops	—	—	94	94
22. Smoking Materials	8	14	3	25
23. Soaps, Cleansers & Polishes	1	14	7	22
24. Sporting Goods & Toys	—	—	11	11
25. Toiletries	8	15	7	30
26. Transportation, Travel & Resorts	—	5	9	14
27. Miscellaneous	3	12	23	38
TOTAL	59	337	1,141	1,537



WHIO-TV was Dayton's FIRST TV Station on the Cable

Lois Wurstner, WHIO-TV staffer, watches Ernest Adams, WHIO-TV Chief Engineer, plug in the cord which "hooks-up" the CO-AX CABLE directly connecting WHIO-TV and three great Networks on September 25, 1949.

STILL

WHIO-TV is Dayton's

FIRST

TELEVISION STATION

This fall, Dayton and Miami Valley TV viewers are "seeing them All over WHIO-TV."

With the cable hook-up, Dayton's FIRST TV STATION is broadcasting variety shows, music, drama, sports and news from the three great networks; Columbia Broadcasting System, American Broadcasting System and Dumont Television Company.

In addition, WHIO-TV provides outstanding locally produced programs, local news and sports coverage.

Your best TV buy in Dayton is WHIO-TV. For availabilities, consult your Katz Representative.

Affiliated with
The Dayton Daily News
and Journal-Herald

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented nationally by
The Katz Agency, Inc.

Telestatus

(Continued from page 46)

ness with 77 accounts on its six stations. Los Angeles was in second place, handling 53 advertisers. Chicago had 48 spot accounts and there were 45 in Philadelphia. The leading single station market in this classification was New Haven, which had 23 different spot accounts.

In the local field, Rorabaugh reported 1,141 accounts active during the September test week. This is an increase of 59 from the month before and sets a record for local advertisers.

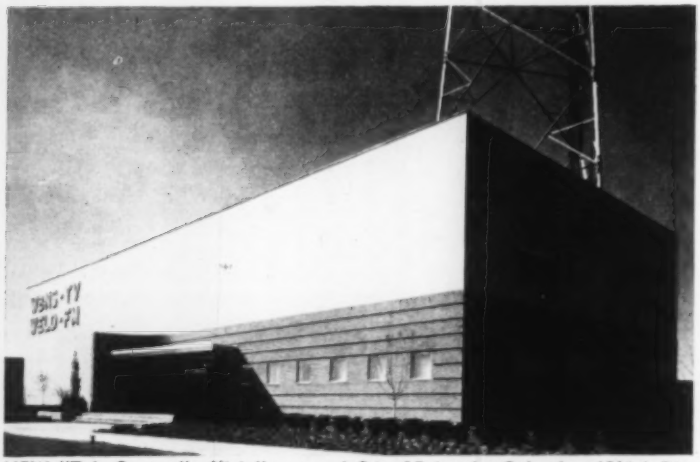
By far the strongest market in this classification was Los Angeles which had 115 local accounts on its six stations. (Los Angeles' seventh station, KECA-TV, went on the air Sept. 16, after the test week, and is not included in this report.) Philadelphia, a not too close second, had 59 advertisers placing local business, and the 56 accounts in Washington put that market in third place.

Greatest gain in the total number of new accounts was in New York which added 31 for the month (Table III). The increase in network business was an important factor in this gain, accounting for 19 of the new accounts. Spot and local business had six new advertisers in each field, an average of one each for the six local stations. Providence and Wilmington, which are shown in Table III as having gained 39 and 37 advertisers respectively, are new markets. Omaha, which also was not listed in August, started with 18 accounts.

Boston Increase

Second greatest gain in the number of advertisers was recorded by Boston which picked up 28 accounts on its two stations. Memphis, Miami and St. Louis were the only three cities which Rorabaugh reported as losing accounts.

In September, Los Angeles continued its lead in total advertisers, recording a gain of 21 from the month before for 193. The other six-station market, New York, continued in second place with 178 accounts. In third place for both months was Philadelphia, gaining 25 pieces of business for a September total of 163. This is a three-station market.



NEW "Tele-Center," officially opened Oct. 15 by the *Columbus* (Ohio) *Dispatch*, is reportedly the first television station to accommodate studios and transmitter in a structure with standard industrial framing. Designed and built by The Austin Co., the building houses all of the facilities of WBNS-TV and the transmitter for WELD (FM) The large video studio occupies the full height of the building at one end on the extreme left and is flanked on one side by a large two-level property shop and storage area.

Other cities with over 100 advertisers were: Chicago (156), four stations; Baltimore (146), three stations; Detroit (139), three stations; Washington (137), four stations; Boston (120), two stations, and Cleveland (106), two stations. The latter two cities were not in the over 100 advertisers list for August.

Food and Food Product advertisers continued to be the largest overall user of television time in September (Table IV). There were 248 such accounts active during the month, including 162 local, 78 spot and eight network. Derby Foods Inc., General Foods Corp., and Phillips Packing Co. were active in both the spot and network field, with spot business confined to two or three stations.

With a total of 184 accounts, Automotive, Automotive Accessories and Equipment advertisers were in second place. Eight sponsors used the networks and there were 13 spot accounts and 163 local. Oldsmobile Div. of General Motors backed three quarter hours a week of *CBS-TV News* on eight stations in addition to spot schedules on 36 stations.

In the classification of Radios, Phonographs, Musical Instruments and Accessories there were 163 advertisers, making this category third in total accounts. Local advertisers were very heavy users of television, in most cases using the medium to promote the sale of TV sets. There were 148 local advertisers, 11 spot and four on the networks. All of the network advertisers also had spot campaigns although they were not very extensive.

On the networks were four classifications which tied for first place in the number of advertisers. Automotive, Automotive Accessories and Equipment; Food and Food Products, Smoking Materials, and Toiletries each had eight accounts. There were six advertisers of Household Furnishings, Equipment and Supplies and the radio classification was third with four different advertisers.

Beer and Wine advertisers lead in the spot field with 89 different firms placing business. Food and Food Products were second with 78 accounts and Confectionary and Soft Drink organizations had 25 representatives.

Locally the Automotive classification lead the field with 163 advertisers. Dispensers of food and food products were second with 162 and radio-TV accounts had 148 backers.

As the amount of building increases it is noted that the number of building material advertisers increased from 33 in August to 57 in September. There also were nine local building contractors who used television advertising in September. The number of gas and oil advertisers also made a marked gain, going from eight in August to 21 in September. Increases were noted in the network, spot and local fields. Local radio-TV advertisers increased from 127 in August to 148 in September.

WBNS-TV OPENS

'Tele-Center' Dedicated

DEDICATION ceremonies of the *Columbus* (Ohio) *Dispatch* television station, WBNS-TV, were held Oct. 15 at the station's new "Tele-Center" which also houses the WELD (FM) transmitter.

Ceremonies were attended by many network and advertising officials from New York. The station is an affiliate of CBS and several top officials were present to give the network's newest station a sendoff, WBNS-TV reports.

Designed and built by The Austin Co., which has handled the engineering and construction for 11 of the 85 TV stations now on the air, the new "Tele-Center" is described by WBNS-TV officials as the first television station to accommodate studios and transmitter facilities in a structure with standard industrial framing.

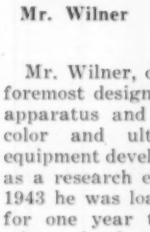
The station has been designed and located on a three-acre plot to permit the ultimate addition of AM and FM studios and a general office building in an integrated broadcasting layout.

WBNS-TV transmits on Channel 10 (192-198 mc) with power of 14.4 kw visual, 7.2 kw aural.

J. T. WILNER

Takes Up WBAL-TV Post

JOHN T. WILNER, former engineer in charge of CBS television transmitter development, has joined WBAL-TV Baltimore as engineering director, it was announced last week [BROADCASTING, Sept. 5]. Mr. Wilner's move to the station had been delayed because of the CBS presentation color television to the FCC during current hearings.



Mr. Wilner

Mr. Wilner, one of the country's foremost designers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development, joined CBS as a research engineer in 1937. In 1943 he was loaned to Harvard U. for one year to head the transmitter development group at the American-British Laboratory at Malvern, England.

During that time, he supervised development of radar equipment which effectively blanketed Nazi radar-controlled gun positions on the French coast, preventing heavy losses to the Allied invasion fleet.

Mr. Wilner's many contributions in the communications field include the design of the first 100 w color UHF transmitter at 500 mc. His appointment to WBAL-TV precedes an expected expansion of the station's facilities to more than twice its present size.

TV Cocktail' Debuts

WHEN executives of nine local agencies were guests last week of WOAI-TV, San Antonio's forthcoming video outlet, a highlight of the occasion was introduction of the station's "TV Cocktail." Although the recipe remains a closely-guarded secret, the guests were told that the "T" stands for one of its ingredients, the fiery Mexican tequila, and the "V" for a drink of reputedly equal potency, vodka. The "TV" was concocted after careful experimentation in the station's research laboratory set up in the kitchen of Assistant Manager Jack Keasler who supervised the exhaustive tests.

WOAI-TV PREVIEW

Live Shows Precede Tests

PREVIEW of "live" television shows is being given dealer-telecviewers in southern Texas by WOAI-TV San Antonio, which starts test pattern operations next month.

Station is using its mobile unit to stage a series of professional performances featuring WOAI talent in cooperation with dealers and set distributors in the area. Shows are telecast in hotel ballrooms, transmitted to the WOAI-TV mobile unit outside, and wired back to receiving sets for viewing by dealers. Simultaneously the station and San Antonio *Light* are co-sponsoring a Mr. and Mrs. Television contest, with winners to be selected at a three-day TV exhibit beginning Nov. 7. Auditions will be given to each contestant in WOAI-TV studios during the week prior to the exhibit.

Pocket Size Telepulse

FUTURE issues of the New York Telepulse reports will be pocket size, including an alphabetical index of programs in addition to all former data. Reports cover a full week of televiewing from noon to midnight, with quarter-hour ratings of all programs.

WSAZ-TV TESTS

Programming Starts Nov. 15

FIFTY-EIGHT days after start of construction, WSAZ-TV Huntington, W. Va., started test patterns on Friday, Oct. 14. Station Manager Lawrence H. Rogers 2d said first confirmation was received within one minute by a caller who reported fine reception.

Subsequent good reception reports were received from Oak Hill, Charleston, St. Albans and Logan in West Virginia; from Chesapeake, Ironton and Portsmouth in Ohio, and from Ashland, Ky.

Both Mr. Rogers and General Manager Marshall Rosene of WSAZ Inc. said reports on reception were better than expected. Both pointed out that the telephone response was even more gratifying in view of the fact that the test pattern was not publicly announced in advance.

Regular test pattern schedule announcements will be made in the near future and regular programming is scheduled to commence Nov. 15. WSAZ-TV operates on Channel 5 (76-82 mc) with power of 18.2 kw aural, 16.1 kw visual.

WXEL (TV) PLANS

Test Pattern Next Month

WXEL (TV) Cleveland, Ohio's third television station, will soon erect, atop a 438-ft. tower, a 6-bay high band antenna made by General Electric. Finishing touches on the station's $4 million studio-transmitter building are now being made and station officials have informed GE that the first test pattern will be sent out some time next month.

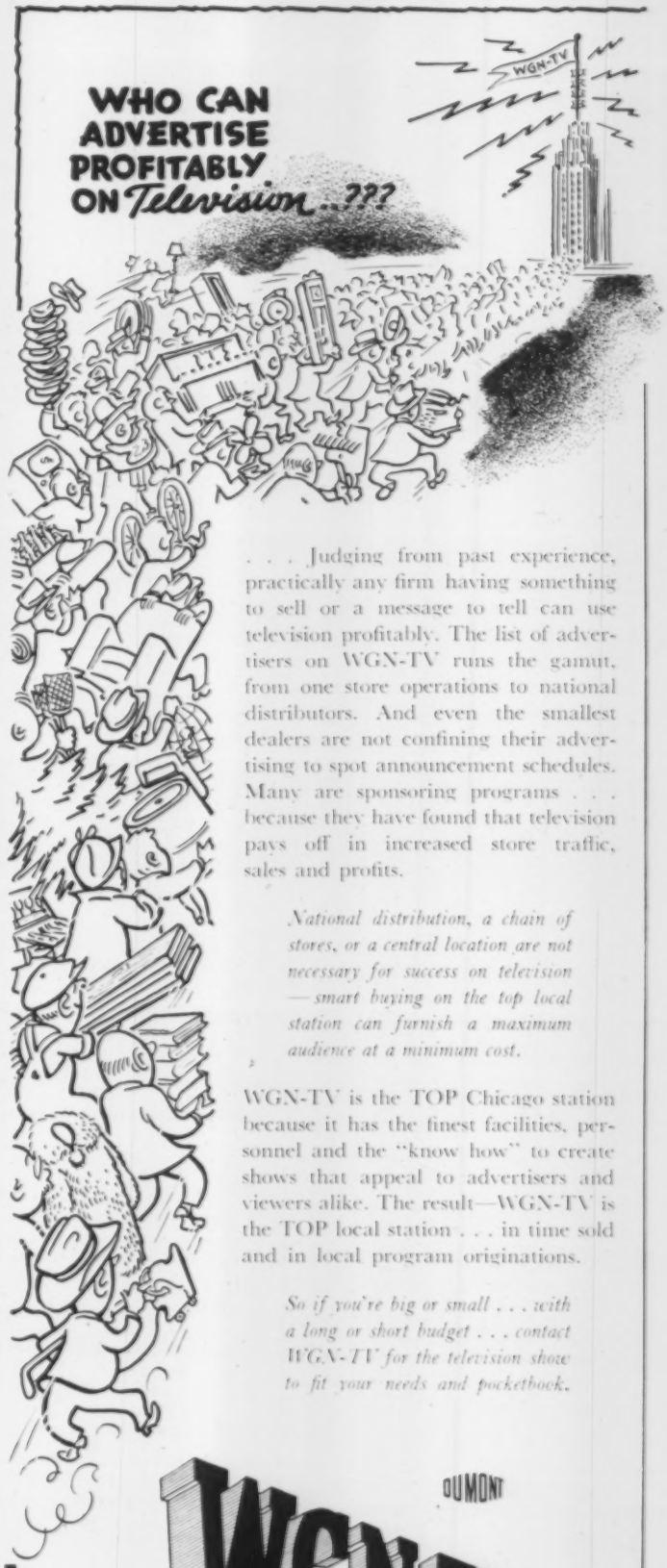
Owned by Empire Coil Co., WXEL (TV) plans to carry network as well as local programs. Station is managed by Herbert Mayer, president of Empire Coil Co. Chief engineer is Tom Friedman; Franklyn Snyder is commercial manager, and Russel Speirs is program director. WXEL (TV) will operate on Channel 9, (186-192 mc) with 13 kw aural, 21 kw visual.

NOW!
MAGNETIC SPROCKETS
hold standard ¼" tape in sync for Television and Motion Pictures

BUILT FOR CBS-TV
- Automatically compensates for tape stretch.
- Adjustable speed for "framing". Advance-retard by push-button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

SEE US AT THE AUDIO FAIR
Room 653
HOTEL NEW YORKER



. . . Judging from past experience, practically any firm having something to sell or a message to tell can use television profitably. The list of advertisers on WGN-TV runs the gamut, from one store operations to national distributors. And even the smallest dealers are not confining their advertising to spot announcement schedules. Many are sponsoring programs . . . because they have found that television pays off in increased store traffic, sales and profits.

National distribution, a chain of stores, or a central location are not necessary for success on television — smart buying on the top local station can furnish a maximum audience at a minimum cost.

WGN-TV is the TOP Chicago station because it has the finest facilities, personnel and the "know how" to create shows that appeal to advertisers and viewers alike. The result—WGN-TV is the TOP local station . . . in time sold and in local program originations.

So if you're big or small . . . with a long or short budget . . . contact WGN-TV for the television show to fit your needs and pocketbook.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO

Color Comparisons

(Continued from page 42)

view sets and these have not been adequately field-tested, the petition pointed out, continuing: "In order to have a fair competitive demonstration, it is necessary that RCA have a reasonable time within which to provide an adequate number of direct-view color television receivers which have been field-tested to the point where they will fairly demonstrate the RCA system."

Further, RCA said, splitting the comparative demonstrations into two parts—one in November and one later—would delay adoption of color standards, while postponement of the November showings would save "valuable time needed for the field-testing of all systems."

RCA reported that its official and subsequent demonstrations of its system—regarded as disappointing at the outset but considered much improved later—were made with equipment which had not yet gone through even the "shake-down" period.

RCA maintained that these demonstrations — after the first of which Dr. Goldmark expressed "grave doubts" that the system would ever get out of the laboratory stage—"showed conclusively":

(1) That the fundamentals of the system are workable, providing high definition and high color fidelity at no sacrifice of any of the characteristics currently established for black-and-white television, and accomplishing all this in a 6-mc channel; (2) that the RCA system is fully compatible, i.e., color signals are received on black-and-white receivers in monochrome with high definition and without change in the black-and-white receiver, and (3) that black-and-white signals transmitted in accordance with present standards can be received on RCA color receivers.

Cost estimates for equipment under the CTI system were outlined as follows by Samuel B. Smith, San Francisco patent attorney and engineer, and George E. Sleeper Jr., CTI vice president and chief engineer:

To convert a studio camera chain, $5,000 or less.

New projection receiver, 5 to 10% more or less than a current black-and-white projection model.

To convert a black-and-white projection set, about $100 (assuming a salvage or re-sale value of $100 for the parts replaced).

When Mr. Sleeper estimated conversion of black-and-white direct-view sets to CTI color might cost $200 unless a direct-view color tube is available for use, Comr. Frieda B. Hennock wanted to know what would happen to the estimated 3,000,000 persons who will own monochrome sets by the end of this year.

Mr. Sleeper thought "they can salvage them" or perhaps give to "friends or relatives." Miss Hennock labeled this a "hopeless picture," and with FCC staff members questioned him sharply on how a market would be found for monochrome sets or replaced monochrome components when color is authorized.

New Sets Preferred

He said CTI did not generally favor conversion, feeling the public would prefer to buy entirely new sets.

FCC Chairman Wayne Coy interrupted Mr. Sleeper at one point to serve notice that the Commission wanted to conduct its own tests on the receivers of all three color system proponents. He asked CBS, RCA and CTI to report today on when they could deliver sets to the FCC laboratories at Laurel, and to furnish explanations if delivery cannot be made by Oct. 27. RCA's two-color set was included in the request.

Mr. Sleeper said that when he left his San Francisco laboratories in late September to attend the hearing, only one set had been built for the CTI system, but that one would be delivered to the Commission "as soon as possible."

Most of the CTI testimony, which extended from Monday through the week's final session Thursday morning and is yet to be completed, consisted of complex engineering explanations of the system. It was presented by Messrs. Smith and Sleeper and Col. Donald K. Lippencott, law partner of Mr. Smith and, like Mr. Smith, a veteran engineer.

The CTI system, a line-sequential technique as compared to Columbia's field-sequential and RCA's dot-sequential methods, employs a single-tube camera with three lenses—red, green, and blue, using filters—side by side. It is "completely compatible," its exponents asserted, permitting monochrome reception of color transmissions on existing sets without modification.

Mr. Sleeper said observers had found color breakup to be nonexistent in the CTI system. Flicker problems, he said, are compressed by line-interlace — a technique which brought lengthy questioning from the FCC staff and Comr. Jones.

The CTI engineer also maintained that image registration has been refined in his system, and that brightness and high definition are achieved. All systems, he said, are now above the problem of color fringing. The smoothness in motion achieved by CTI, he continued, is as good as that provided on black-and-white sets.

Mr. Smith told Comr. Hennock, in answer to questions, that the system is "workable" now, that it could be ready for manufacturers in six to eight months after CTI standards were adopted, and to the public within a "reasonable time."

Both he and Mr. Sleeper maintained that CTI color sets will reproduce monochrome transmissions "faithfully," without tints or off colors. This characteristic is of great importance, Mr. Smith said, because black-and-white TV is "here to stay." He predicted color will never replace monochrome, partially because of the extra production costs involved.

Under questioning by Commissioners, Mr. Sleeper said he thought the black-and-white licensing freeze should be lifted immediately, that complete compatibility is essential in a color system, that color is at least "loudly knocking at the door," but that color standards should not be fixed until adequate field tests have been conducted. The CTI system, he maintained, can provide a superior system in both quality and economy.

Mr. Sleeper said his system scans two colors in each line, but that it is a three-color rather than two-color system because of the "storage" effects.

Col. Lippencott said the CTI method eliminates "crawl" but under certain circumstances produces "jitter" or "jiggle" in the picture. Any color system is a "compromise between color and flicker," he asserted, voicing belief that he could set up a picture field which would make any system show flicker.

He said that in the CTI system, if the subject were a pure primary color, only one-third of the normal number of lines would be transmitted, while in the CBS system, for example, the transmission would be one full-line field followed by two blank fields.

Seeks More Data

Comr. Jones pressed CTI for the submission of circuit diagrams and similar material which would be helpful to manufacturers interested in building sets and converters. Carl I. Wheat, CTI counsel, interjected that "you can't get blood out of a turnip," declaring the company has made available what it can and is "doing the best we can" to prepare the additional data.

Dr. Goldmark's appearance Monday was to permit further FCC questioning stemming from his direct testimony the previous week. He is to leave Oct. 27 for England to lecture on and demonstrate the CBS color video system and Columbia's long-playing record, which he also developed, and there had been reports that he would submit to full cross-examination by all color-hearing participants last week. Questioning, however, was limited to FCC and its staff. He is slated to return in time for the regular cross-examination session which begins Dec. 5.

He supported the CBS view that the Commissioners' own opinion of color pictures should be an essential factor in the final decision, and

COLOR PLAN

Skiatron Firm Announces Subtractive System

PLACING an "obsolete in principle" label on both RCA and CBS color TV systems, Arthur Levey, president of Skiatron Corp., New York, urged the FCC last week not to adopt any "additive" color system for TV since a device "based on these systems could only prove a temporary stopgap."

Mr. Levey told the FCC in a letter that both Technicolor and Kodachrome, which he called "subtractive" color systems, have demonstrated superiority in the motion picture and color photography industries throwing "additive" color into discard. He predicted a similar experience in TV.

Mr. Levey said Skiatron owns basic patents for the "only subtractive color TV system," which, he claimed, "can achieve brilliant, natural color TV pictures up to movie theatre screen size by means of a purely electronic scanning method, incorporating the use of 'optical storage' and of an independent light source."

Skiatron's "supersonic TV projections," he declared, "are better suited to color than the cathode ray tube." He told the Commission that the company's inventions only recently emerged under a consent degree from the first TV anti-trust suit in which the government achieved a complete victory in breaking up a group of motion picture firms blocking color patents.

The Skiatron head said the company has opened a laboratory and offices with a program including the "early development of its unique television color processes." A decision in favor of "additive methods" made now, he said, would freeze color standards for years "entailing the investment of vast amounts of money by both the TV industry and the consumer public."

To give evidence of the company's faith, he added, Dr. A. H. Rosenthal, physicist and inventor of the Skiatron tube, was offering to appear at the FCC's current hearings on color TV.

TV BOOMS
IN
CINCINNATI
COLUMBUS
DAYTON

Set ownership in these three cities is expanding with explosive rapidity due to the coming of the cable and the gigantic promotion by WLW-TV. Here are Oct. 1 estimates:

WLW-T Cincinnati	area	37,000
WLW-C Columbus	area	13,900
WLW-D Dayton	area	18,000
Total (less duplication)		62,300

Sell these growing markets simultaneously on the three-station TV network of . . .

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

that the opinions of lay men who have seen color should also be considered.

Under questioning by Comr. E. M. Webster, he said CBS would work up a "checklist" which might be used in judging whether pictures are "good, bad, or indifferent."

When he reported that substantial improvements have been made in the CBS system since the 1946-47 color hearings, Comr. Hennock wanted to know whether this didn't indicate that more could be done, possibly to the point of achieving complete compatibility.

Dr. Goldmark replied that he wouldn't say this couldn't be done, but that CBS now is offering a system that is "ready." It would be easy, he said, to "dream up" a system that would be "wonderful," but that it would be impossible to say when it could be available or what it would cost.

He maintained that anyone who sees 405-line color will prefer it to 525-line black-and-white.

To other questions, he reiterated that he had not shown the CBS all-electronic projection receiver at the official demonstration because he had been "somewhat ashamed" of it, but added he was less "ashamed" after seeing the RCA demonstration.

The hearing is slated to resume this morning with CTI's Col. Lippencott again on the stand, or, if he is unable to return until later, with testimony by David B. Smith, Philco vice president, and William Bradley, Philco research executive.

Spokesmen for Allen B. DuMont Labs, also remain to be heard, and RCA is expected to put on rebuttal witnesses to answer Dr. Goldmark's criticism of the RCA demonstration.

RCA meanwhile submitted the first of a series of bulletins detailing the technical design of various color receivers under its system. The first dealt with a 15-by-20-inch projection set and was given an "extensive mailing" to the television manufacturing industry, company officials reported. RCA Attorney Glen McDaniel said additional bulletins were expected at the rate of about one a week.

AT the official opening of WTVN (TV) Columbus, Ohio, Sept. 30 [BROADCASTING, Oct. 3] are (l to r) Ohio Gov. Frank J. Lausche; Rev. Gordon Price, assistant rector of the Trinity Episcopal Church, and Edward Lamb, station owner. WTVN is licensed to Picture Waves Inc. and is affiliated with ABC and DuMont

Local & Sport TV

(Continued from page 42)

broadcasters. "Station break prospects are more numerous than the good program adjacencies," he added. "To take care of the splendid potential volume of one-minute announcements, we need some new creative techniques. The participation program offers the best prospect," he added.

He advised that broadcasters provide program material in video form for masters of ceremonies similar to the AM disk jockeys, 4,000 of whose shows have virtually unexplored commercial possibility, he said. Even in AM, he pointed out, "Advertisers have been slow to capitalize on their popularity."

Summing up, Mr. Flanagan said TV stations, 64 of whom NARSR members represent, need a wedding of art and commerce for the solid growth of television. "In this wedding," he said, "it's nothing old, something new, not much borrowed and nothing blue.

"If you can produce it in quality and price, we can sell it," he said.

Moderator of the meeting was Richard Hubbell, president of Hubbell Television Inc., New York, who spoke about the "Fifth Television Network," a symbolic network of internationally-syndicated program services, with the airlines rather that AT&T's coaxial cable, as its distributor.

Pierre Crenesse, director of the French Broadcasting System of North America, discussed the eagerness of French producers to make films for U. S. telecasters. He explained French video broadcaster's choice of the 819-line screen instead of the 520 type employed here because of their belief it would be the ultimate type used.

Norman Corwin, writer and director of special projects for UN radio, discussed briefly the liaison role between United Nations and broadcasters that U. N. radio played, and possibilities of U.N. participation in the "Fifth Television Network."

John Karol, CBS sales manager and REC president, presented a lifelong club membership to Carl Haverlin, BMI president and former REC prexy.

Olsen and Johnson Plans

OLSEN and Johnson are being released by sponsor, Buick Motor Division, Flint, from NBC-TV commitment effective at the end of the present 13-week period, Oct. 27. Comedians plan a rest, Kudner Agency, New York, said. Agency is conferring on whether to hold or drop Thursday, 9-10 p.m. time and on possible replacement.

NETWORK GROSS

Sept. TV Near a Million

GROSS time sales of the four TV networks in September totaled $991,262, according to Publishers Information Bureau's tabulation based on commercial program data furnished PIB by the individual networks. Total for January through September of the combined networks was $6,461,492.

Breakdown by individual networks:

	September	Jan.-Sept.
ABC	$ 155,848	$ 741,163
CBS	271,938	1,573,656
DuMont	91,556	644,197
NBC	471,920	3,502,476
TOTAL	$991,262	$6,461,492

American Oil Sponsors

TELECAST by CBS of the Navy-Notre Dame football classic on Saturday, Oct. 29, will be sponsored by American Oil Co., Baltimore, through the Joseph Katz Co., that city. Red Barber, CBS sports director, will do the play-by-play commentary on the exclusive television airing of the game, which will be played at Babe Ruth Memorial Stadium in Baltimore.

NOW!
MAGNETIC SPROCKETS
hold standard ¼" tape in sync for Television and Motion Pictures
BUILT FOR CBS-TV
• Automatically compensates for tape stretch.
• Adjustable speed for "framing". Advance-retard by push-button.
• Immediate lock-in for sync control.
• Stubbornly holds synchronism.
Fairchild
RECORDING EQUIPMENT CORPORATION
154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.
SEE US AT THE AUDIO FAIR
Room 653
HOTEL NEW YORKER

AT&T REPLIES

To Interconnection Report

ALTHOUGH offering modified proposals to allow interconnection with mobile pickups and rebroadcast channels, the American Telephone and Telegraph Co. last week maintained that its proposed tariff policy on television transmission facilities already satisfies objections raised by FCC.

The Commission, in a proposed report issued in September [BROADCASTING, Sept. 12], had branded as "unlawful" AT&T's policy against interconnection of its network TV facilities with those of private broadcasters. AT&T, however, in its formal exceptions, stated that both present and proposed tariff regulations permit interconnection under certain circumstances and pointed out that FCC failed to specify what regulations it would consider "to be just and reasonable."

Western Union meanwhile charged that FCC's report overlooks the important issue—the lawfullness of the Bell System's restriction upon the customer relating to interconnection—which has the effect of eliminating the only competitor to AT&T, Western Union.

Allen B. DuMont Labs., however, while supporting the general principles stated by FCC in its report, contended that the Commission failed to find that the Bell System's long range program for furnishing of intercity TV facilities will be insufficient to meet all but big-city needs.

DuMont further held that AT&T's 2.7 mc coaxial cable facilities are technically inadequate for "transmission in accordance with existing standards of good engineering practice of the Commission; below the available capacities of existing commercial receivers, and would result in the deterioration or complete elimination of the use of experimental or commercial color television intercity network transmission."

Regulations Cited

AT&T pointed out in its brief that its proposed regulations, "as do the existing regulations, permit the interconnection of broadcasters' local channels with telephone company networks, regardless of the availability of telephone company local channels." It was explained that the proposed regulations, filed last January and suspended by FCC from becoming effective until the current proceeding is resolved, "enlarge the scope of the definition of local channels to include all video channels between two stations in separate exchanges where the distance between the exchanges is 25 miles or less."

Since this new regulation may not include all cases where mobile pickup channels may be required, AT&T stated a further provision has been proposed "expressly to allow the connection of such channels without a mileage limitation."

Similarly, the telephone company proposed a further modification "to allow broadcasters to connect broadcast channels outward from telephone company channels so that broadcasts of programs transmitted over telephone company facilities may be picked up off the air and rebroadcast by other television stations." FCC in its report had noted both limitations relieved by these proposed modifications.

Western Union explained that it does not contend FCC can order AT&T to interconnect its facilities with those of Western Union, and held that this was a "phantom issue" injected into the proceeding by the Bell System.

FCC, in its report, stated that ultimately all interconnection would be by common carrier facilities but that during the developmental period it would authorize private facilities on a temporary basis. The Commission indicated it would determine how long such private usage would be allowed but for sufficient time to permit amortization of equipment involved.

Mason Candy TV Show

MASON, Au & Mangenheimer Conf. Mfg. Co., (Mason Dandy Candy), will sponsor *Mr. Magic Carrots* on a custom-made television network in eight major markets. The show will start live in New York on WPIX on Oct. 2. It will be carried on film in other markets during the week of Oct. 24. The program is produced by Gerald Law and is being released through Film Equities. Moore & Hamm Inc., New York, is the agency.

RCA's SHORTER 16" TV TUBE

New 'Filterglass' Measures 17⅛"

NEW 16-inch metal TV picture tube, 5½ inches shorter than present kinescopes for 16-inch TV sets, was announced Oct. 20 by the tube department of RCA, Harrison, N. J.

The new kinescope, which will for the first time utilize an RCA "Filterglass" baseplate for greater picture contrast, is expected to make possible more compact chassis and more flexible cabinet design in future TV receivers that will be available next year.

The new picture tube, designated the RCA-16GP4, will be supplied in very limited quantity to makers of TV receivers in December. Appreciable quantities will be available early next year, company officials revealed.

The new tube is 17⅛ inches long, compared to 22½ inches for the present 16-inch tube, and 18 inches for the widely used 10-inch TV picture tube.

The new kinescope utilizes the wider deflection angle, 70 degrees as compared to about 55 degrees for the present tube, to make possible its shorter length. Performance characteristics remain essentially the same.

The new RCA "Filterglass" baseplate has a special material incorporated in the glass, which greatly increases picture contrast. Lightening of black areas in the TV picture by reflected room light is greatly reduced. Contrast is further improved by reduction of reflections within the base plate itself.

As with all major developments of RCA, the new 16-inch kinescope is being made available to the entire electronics industry.

closing out

WERE ~~$125.~~

while supply lasts now $75.

Here is your opportunity to own a brand new Charles Michelson AC Porto-Playback—the identical machine used daily by stations everywhere.

Because we are discontinuing our Playback Department, we have reduced every AC machine to $75.

The supply is limited. For immediate delivery act now! Orders will be honored as received.

A very few AC-DC models also available. Were $140. Now $85

Weight 26 lbs. complete. Designed with a permanent sapphire stylus for playing 16" transcription recordings at 33⅓ r.p.m. and phonograph records at 78 r.p.m.

Every machine carries a one year factory guarantee.

CHARLES MICHELSON, INC.

radio transcriptions

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heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

If you want sales in Montana, the Mosby stations SELL

The Art Mosby Stations

CBS KGVO • KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Drawn for BROADCASTING by Sid Hix

"Tonight we bring you 'Inside John Cunther'."

Film Report

HUGH PRODUCTIONS Inc., Washington, with offices at 809 Union Trust Bldg., is new firm producing film for TV. **R. John Hugh**, 26-year-old producer who got his start in radio as page at CBS working up to directing and producing, and who later became producer for Kenyon & Eckhardt, heads outfit. Initial production now under way is *Penny and Pete*, 39-episode series depicting life of young married couple in small town. **Roger McEwan** of Pasadena Players and **Clare Todd** of Montgomery players have lead roles. **Michael De Martino**, one of East Coast's leading cameramen is doing shooting. Company is utilizing what was once a barn on Wilbur Baugham estate at Wheaton, Md., for studio. Films will be available for national distribution.

Five Star Productions, Hollywood, currently producing spots for **Carling** (Beer & Ale) through **Leo Burnett Co.**, Los Angeles; for **Stromberg Carlson** through **Universal Advertising**, Hollywood, and for **May Co.**, **Milton Weinberg Advertising**, Los Angeles. . . . **Eugene Sharin**, president, Ambassador Films Inc., New York, has returned from filming series of TV shorts in Salzburg and Vienna. Titled **Waltz Magic**, series comprises 13 Johann Strauss waltzes. . . . **New World Productions**, Hollywood, is sending camera crews to South Pacific Islands to photograph feature film with ample footage for 52 half-hours.

Film Associates Inc., Dayton, Ohio, completing several 20-second TV film **Teleskits** using live action as well as artwork for **Midland Advertising Agency**, Cincinnati, on behalf of **Burger Brewing Co.** Teleskits will be turned out for release within next two weeks on number of midwest TV stations. . . . **Story-Ad Films Inc.**, Hollywood, has completed series of 15 one-minute commercials for **Felix Chevrolet Co.** Agency: **Stodel Advertising**, Los Angeles. . . . **Robert Oakley**, independent television producer, joins Mini-Films Inc., Los Angeles, to head production. Coincident with this, **Bennett Ross** and **Maxine Ross** have resigned from company as director-treasurer and secretary-director, respectively. . . . **Mercury International**, Laguna Beach, Calif., currently doing series of 13 one-and two-minute combined animation and live action commercials for television for **Sears, Roebuck Retail Stores**, Los Angeles. Spots to promote several store products will be placed on all Los Angeles TV stations during November and December, with possibility of national distribution later. Agency: **Mayers Co.**, same city.

TV AUTHORITY

Motion On 4A's Calendar

MOTION to set up the Television Authority, one big union for all video performers, will be put to the international board of Associated Actors and Artistes of America Wednesday at a meeting in New York, Paul Dullzell, 4A's president announced last week.

In taking the vote, the question of jurisdiction over television performers in the various branches of the industry will be left in abeyance until outstanding issues can be mediated, it was said.

Mr. Dullzell's announcement thus brought the formation of the TV Authority to the point where is was a month ago when the Screen Actors Guild and Screen Extras Guild walked out of an international board meeting.

At that meeting, the screen guilds failed to agree on the jurisdiction of films. The live actors' unions involved wanted to mediate all outstanding differences but the screen branches wanted to mediate only a "shadowland" area comprising film commercials and inserts.

When the Screen Guilds took their walk, the meeting broke up without a vote on the move to establish the TV Authority. Present plan of the TV Authority proponents apparently is to get the organization into being, setting aside the jurisdictional problem for later settlement.

The TV Authority proposal already has been endorsed by memberships of five of the 4A's most important branches: Actors Equity, Chorus Equity, AGVA, AGMA and AFRA. In the case of AGVA and AFRA, it was endorsed unanimously by national conventions. SAG and SEG, also 4A's branches, are opposed. Voting by the 4A's international board is based on each branch having one vote for every 300 paid up members. The live unions overwhelmingly outnumber the screen players.

It is likely that the Wednesday meeting also will consider a proposal to hold mass meetings of all 4A's members in various cities to discuss the TV jurisdictional controversy.

Mr. Dullzell's announcement of the TV Authority motion was the second important step of the week taken on behalf of the live actors in their jurisdictional war with the screen performers.

The first was on Monday when five presidents of the live actors' branches issued a counterblast to a screen actors' statement published in a three column ad in the *New York Times* Oct. 14. It denied any intent to affiliate with American Federation of Musicians, as had been charged in some reports, but reiterated the stand to willingly mediate only the "shadowland" areas of television jurisdiction.

SAG, AFM Issue

The counterblast expressed gratification that the SAG did not plan to join the AFM but said the screen actors were confused on issues. It was signed by Clarence Derwent, president of both Actors Equity and Chorus Equity; Lawrence Tibbett, AGMA president; Clayton Collyer, AFRA president and Gus Van, AGVA president.

J. T. MURPHY

To Crosley TV Post

JOHN T. MURPHY, who first entered radio as an NBC page boy 18 years ago, is the new director of television operations at Crosley Broadcasting Corp., R. E. Dunville, vice president and general manager, announced Tuesday. Mr. Murphy, 36, has managed WLWD (TV) Dayton since early this year.

H. P. Lasker, formerly sales manager of WLWD (TV), succeeds Mr. Murphy as manager while A. Donovan Faust, station's program director, adds the duties of assistant manager.

In his new capacity, Mr. Murphy will have general supervision of Crosley's stations in Cincinnati, Columbus and Dayton.

RMA ON COLOR

Report Due at Fall Meet

REPORT on developments at the FCC's color television hearing will be presented at the fall conference of Radio Mfrs. Assn. to be held Nov. 14-16 at the Hotel Roosevelt, New York.

RMA President Raymond C. Cosgrove, Aveo Corp., will review the TV proceedings and report to the Nov. 16 RMA board meeting. Mr. Cosgrove will attend the Nov. 28-30 color showing to the FCC in San Francisco.

NOW!
MAGNETIC SPROCKETS
hold standard 1/4" tape in sync for Television and Motion Pictures

BUILT FOR CBS-TV
- Automatically compensates for tape stretch.
- Adjustable speed for "framing". Advance-retard by push-button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

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ASCAP TV Music

(Continued from page 44)

one-time rate. If the station's annual net is between $50,000 and $150,000, its ASCAP sustaining fee would be its highest quarter-hour one-time rate per month.

Blanket sustaining fees for TV stations with incomes below $50,000 a year, if there are any, are still unsettled. The original blanket sustaining license forms printed by ASCAP set these fees as one-half the highest quarter-hour rate, which was said to be the understanding of the society's negotiators. The broadcasters' committee, however, reportedly thought that the TV fees for such low-income stations would be the same as for radio stations with similar incomes, $1 per month, plus the extra 10% for TV, of course.

Network sustaining fees, payable by the networks to ASCAP are $16.67 a month for each TV affiliate, if it is affiliated with only one network. If the station is affiliated with two networks, the fee is $12.50 per station per month from each network. If the station is affiliated with three or more TV networks, each will pay ASCAP $8.33 a month for each such station. Whether the TV networks will absorb these charges or pass them along to the stations is up to each network individually.

Cooperative video programs are considered in the licenses as networks, avoiding a duplication in TV of what has been a long drawn out controversy over this type of program in radio. Here again, each network must work out with its own affiliates an agreeable division of the fees.

PRESENT as contract is arranged between networks and ASCAP are: (l to r, sitting), Fred Ahlert, president of ASCAP, and Charles R. Denny, NBC executive vice president; (l to r, standing) Mark Woods, president of ABC, and Lawrence Lowman, CBS vice president.

* * *

Contracts signed Monday cover the ABC-TV Network and its owned stations — WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco; CBS-TV Network and its owned stations —WCBS-TV New York; NBC-TV Network and its owned stations—WNBT (TV) New York, WNBW (TV) Washington, WNBQ (TV) Chicago, WNBK (TV) Cleveland, KNBH (TV) Hollywood.

DuMont TV Network and its owned stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh—were not represented at the signing session on Monday, although DuMont participated in the negotiations with the other TV networks. However, Mortimer W. Loewi, director of the DuMont TV Network, said that this network would probably sign similar licenses within the next few days.

If the blanket commercial licenses are accepted by DuMont, as well as the other TV network, ASCAP should receive about $170,000 in network commercial fees for 1949, it is estimated. Figure is based on an estimated total of gross TV network time sales of $11,000,000 for the year. (Publishers Information Bureau reported gross network TV billings of $4,838,688 for the first seven months of this year and with the increased business this fall as compared to the spring and summer months $11 million seems like a fair estimate.) Deducting an average frequency discount of 5% and agency and sales discounts of 15% each, applying the 2.75% to the net and then deducting the 25% allowable for costs of interconnecting stations by coaxial cable, radio relay or kinescope recordings, and adding 10% will give a combined total fee for all TV networks of approximately $170,000.

Assuming that all stations also accepted the blanket commercial licenses from ASCAP and applying the same formula to their estimated gross for the year of $9 million (except that their percentage is 2.25 and that they do not get the interconnection deductions allowed the networks), the station fees to ASCAP should add up to roughly $150,000 for the year. However, this figure has little more than academic significance, since a number of stations plan to reject the blanket licenses in favor of a per program arrangement whereby they will pay only for their programs which use ASCAP music, albeit at a higher rate than that of the blanket licenses.

Subject to Ratification

When negotiations for the per program licenses are complete, both forms of agreement must be ratified by a substantial majority of ASCAP members (80% of the total, figured on a dollar basis from the distribution of the society's receipts among its membership).

The NAB TV Music Committee which has carried on the negotiations with ASCAP over the last nine months is composed of Robert P. Myers, NBC, chairman; Julius F. Brauner, CBS; Robert L. Coe, WPIX (TV) New York; William Fay, WHAM-TV Rochester, N. Y.; Mortimer W. Loewi, DuMont; Clair McCollough, WGAL-TV Lancaster; Joseph A. McDonald, ABC; Theodore C. Streibert, WOR-TV New York; Donn B. Tatum, KHJ Los Angeles.

Getting your pressings when you **want** them?

You have a right to expect speedy handling of your recording jobs and pressings—with no sacrifice of quality. Top engineering skill and equipment are your best assurance of the kind of service you want. At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records
- Fast handling and delivery.

First in the field!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

114 East 23rd Street
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MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

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SAN FRANCISCO • ATLANTA

Management

W. EARL DAUGHERTY, former general manager of WQDI (FM) Quincy, Ill., appointed manager of KXEO Mexico, Mo. He previously was with KHMO Hannibal and WMBH Joplin, Mo.

TOM GAVIN, sales manager of WIRL Peoria, Ill., appointed general manager. He joined WIRL last January after 20 years with WEBC Duluth, Minn. He succeeds **ROBERT B. JONES Jr.**, who resigned to become general manager of KRMG Tulsa, Okla. [BROADCASTING, Sept. 26].

Mr. Gavin

HARRY D. GOODWIN, general manager of WNJR Newark, N. J., will participate in panel discussion at 48th annual convention of New Jersey Congress of Parents and Teachers in Atlantic City, Oct. 26.

E. L. KURTH, vice president of Forest Capital Broadcasting Co., Lufkin, Tex., owner and operator of KTRE that city, elected "South's Most Outstanding Businessman of 1949" by *Dixie Business* magazine.

REGGIE MARTIN appointed general manager of WJHP Jacksonville, Fla. He was with WIZE Springfield, Ohio, WINK Ft. Myers, Fla., and with WJVB Jacksonville Beach, Fla., before joining Mutual's Jacksonville outlet.

LOU PHENNER, president of Bureau of Broadcast Measurement, Toronto, awarded gold medal of Assn. of Canadian Advertisers at 35th annual convention for his outstanding contribution to Canadian advertising.

CHARLES CRUTCHFIELD, vice president and general manager of WBT Charlotte, N. C., is recovering from illness caused by an allergy that followed an anti-tetanus innoculation. He had been treated for facial infection caused by a nail scratch incurred while chopping wood at his home.

SYLVESTER L. (Pat) WEAVER Jr., NBC vice president in charge of television, is the father of a girl, Susan Alexandra, born Oct. 8.

A LITTLE friendly competition among Minneapolis stations is evidenced as (l to r) Joe Cook, KSTP sales promotion manager, chokes the WCCO mike; Cliff Rian, WTCN promotion manager, takes a hammer to the KSTP equipment, and Tony Moe, WCCO promotion manager, tries to hide the WTCN call letters. The three men make up the Radio Promotion Committee of the Minneapolis Chamber of Commerce, as pictured in the new magazine the chamber is putting out titled *Greater Minneapolis*.

CANADA AD MEET

Amm-i-dent Success Told

PHENOMENAL success of Amm-i-dent and the part radio played in its promotion early this year, was told by George J. Abrams, advertising manager of the Block Drug Co., Jersey City, N. J., at the 35th annual meeting of the Assn. of Canadian Advertisers, at Toronto Oct. 20.

After relating how his company came into the ammoniated dentifrice field, Mr. Abrams reported that Block Drug Co. early this year started using a radio spot campaign in major markets in conjunction with newspaper and magazine campaigns.

"We placed between 40 and 50 announcements a week in these markets," Mr. Abrams stated, "purchasing time in such a manner as to give maximum listenership at minimum cost. To accomplish this we personally visited every city in which radio was being used and bought time after studying local listening habits, local radio personalities, and costs and coverage data. Our agency's (Cecil & Presbrey) radio timebuyer, account executive, our president and yours truly, went into those cities to make sure we were making the best possible radio buys," he said.

NEW version of RCA "70-D" studio turntable to accommodate RCA Victor 45-rpm records will be demonstrated by RCA at first annual U. S. Aurio Fair this week.

Well, Well, Mr. Tremble

IT MAY be that one of the shifts in the high command of NBC escaped us. The following name popped up among a handful of candidates named by a Cincinnati paper recently as having the inside track to succeed the late Col. Matt Winn as president of Churchill Downs and the American Turf Assn. (which runs the Kentucky Derby): "The name of Niles *Tremble*, president of the National Broadcasting Co., also is being mentioned for the position."

FLORIDA ASSN.

Sarasota Meet Nov. 3-4

THE next meeting of the Florida Assn. of Broadcasters will be held Nov. 3-4 in Sarasota, according to an announcement by W. Wright Esch, of WMFJ Daytona Beach, Fla., president of the association.

Mr. Esch said the question of political time will be discussed along with adoption of a standardized political contract, and further stated he has what he believes is the first decent contract for stations.

In addition to Mr. Esch, officers of Florida Assn. of Broadcasters are: Maj. Garland Powell, WRUF Gainesville, first vice president; Tom Watson Jr., WSWN Belle Glade, second vice president and Jerry Stone, WNDB Daytona Beach, secretary-treasurer.

NOW! MAGNETIC SPROCKETS hold standard ¼" tape in sync for Television and Motion Pictures

BUILT FOR CBS-TV
- Automatically compensates for tape stretch.
- Adjustable speed for "framing". Advance-retard by push-button.
- Immediate lock-in for sync control.
- Stubbornly holds synchronism.

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WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

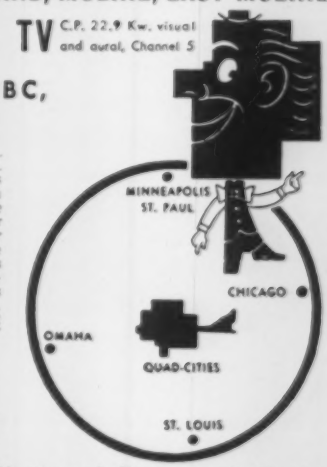
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

KIDO STUDIOS

Move to New Building

KIDO-AM-FM Boise, Idaho, has begun operating out of its new studios and offices in the recently remodeled Chamber of Commerce Bldg. Operation from the new studios commenced late last month with an open house held for advertisers and the public.

Walter E. Wagstaff, vice president and general manager of KIDO Inc., said in addition to greatly increased office space and newsroom and music library facilities, KIDO has three studios and two control rooms of up-to-date acoustical design and equipped with the latest in technical equipment.

For the past 12 years, KIDO has had its studios in the Hotel Boise. Station has an application pending before the FCC for an increase of power to 5 kw. The NBC outlet now operates on 1380 kc with 2.5 kw day, 1 kw night. KIDO-FM operates on Channel 291 (106.1 mc), 2.5 kw.

KIDO's new home.

WIS NEW STUDIO

Gala Opening Nov. 19-20

TOP dignitaries and personalities in the radio field will be present at the official opening of the new studio and office building of WIS (AM-FM) Columbia, S. C., Nov. 19-20, General Manager G. Richard Shafto has announced. Wayne Coy, FCC Chairman, and Niles Trammell, NBC board chairman, are among the industry leaders slated to appear. NBC personalities include Jay Jostyn *(Mr. District Attorney)* and Mrs. Jostyn; Harry W. Junkin and Mrs. Junkin; George Hicks and Jan Miner.

Mr. Junkin, author-producer-director of NBC's *Radio City Playhouse*, will round off a week-stay in Columbia with a broadcast origination of his show from the new WIS studios. Setting for the drama, written especially for the occasion, is South Carolina. Jan Miner, NBC show headliner, will star. Program will be broadcast Sunday, Nov. 20, and during the same evening, George Hicks will present *Theatre Guild on the Air* announcements for U. S. Steel from the studios, saluting the new building and basing his regular message on the state's industrial growth.

Joins NAB Legal Staff

VINCENT T. WASILEWSKI has joined the NAB Legal Dept. as attorney, serving with Attorney Richard W. Jencks under General Counsel Don Petty. Mr. Wasilewski was awarded the degree Doctor of Jurisprudence last August by U. of Illinois. He entered U. of Illinois in 1940, with his school career interrupted several years by service in the Army Air Force. He was decorated with Distinguished Flying Cross and Air Medal, both with oak leaf cluster.

FLOYD FLETCHER

Heads Tobacco Network

FLOYD FLETCHER, manager of WTIK Durham, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors last week. He succeeds Louis Howard, of WHIT New Bern, N. C., who becomes vice president. Also newly elected is Hartwell Campbell, WGTC Greenville, N. C., manager, as secretary-treasurer, succeeding Fred Fletcher, WRAL Raleigh manager.

The Tobacco Network is made up of eight stations in eastern North Carolina. They are: WTIK Durham; WFNC Fayetteville; WGTC Greenville; WJNC Jacksonville; WHIT New Bern; WRAL Raleigh; WCEC Rocky Mount and WGNI Wilmington. Network sales are handled by R. K. Scott, Raleigh.

INCREASE of 200% in use of classroom radio broadcasts originating at WNYE (FM) New York Board of Education station, has been revealed by Supt. of Schools William Jansen.

'SELL' RADIO

L. A. Group Plans Dri

AIMING at a January start, the Southern California Broadcasters Assn. is projecting plans for a Los Angeles area committee to "sell" radio, according to William Beaton, SCBA president and general manager of KWKW Pasadena.

Chairman of the sales promotion committee is Kevin Sweeney, KFI-AM-TV Los Angeles sales manager. Others named to serve with Mr. Sweeney are: Robert Lawe, ABC Western Div. sales manager; William Shaw, CBS Western Div. assistant sales manager; Stanley Spero, account executive of KFAC Los Angeles, and Maury Gresham, sales manager of KLAC Los Angeles.

This group is working out plans for a presentation which will tell radio's story without reference to a particular facility or entering into the question of network versus independent stations. Exact nature of the presentation has not been decided but the plan calls for two-man teams to make the appearances before various groups.

As a generality, each team is expected to consist of a large station representative and a small station representative. In all such meetings the aim will be to tell radio's story to non-radio advertisers and later leave the question of station selection up to the agency or client, if advertising is bought direct.

AVC Elects Klaus

BAY AREA veterans active in radio, advertising, magazine and newspaper work have organized the San Francisco Press-Advertising-Radio Chapter of the American Veterans Committee. Erwin H. Klaus, marketing director of Buchanan & Co., was elected chairman at its organization meeting Oct. 12 at the San Francisco Press Club. Other officers: Phil Van Slyck, Van Slyck Advertising, vice chairman; Gerald F. Nowell, Bob Wettstein Publishers Representatives, secretary-treasurer; and Jack Fiske, *Alameda Times-Star*, delegate to Nov. 24-27 AVC National Convention in Chicago.

Detroit's Most Effective Selling Team!

REPRESENTED NATIONALLY BY
THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY
Member N.A.B.—M.A.B.

WWDC's Parrot Success

THE hundreds of characters in American cartoons soon will have to make room for another. This time it's a parrot and furthermore, he's a radio star. When Frank Beck, creator of the cartoon "Bo," went to Washington recently to participate in the cartoonist show sponsored by the Treasury Dept.'s Savings Bond Div., he was interviewed on the *Milton Q. Ford Show* over WWDC. Co-star with Mr. Ford on the show is the five-year-old parrot Richard. Although Richard broke up the interview with a few well-placed remarks, songs and shrill whistles, Mr. Beck forgave his impertinence and asked Mr. Ford's permission to have Richard team up in the cartoon with "Bo, The Talking Dog." Richard should break into print soon.

WPBC ON AIR

Highlights Local Talent

THE Twin Cities' newest AM station, WPBC Minneapolis, which launched daytime operations a fortnight ago, will cover the market area "with locally produced programs tailored to the liking of the people in this area," its president and general manager, William V. Stewart, announced. Formal opening of the station is planned midway in November with testimonials from local and state dignitaries.

Housed in its modern designed studio-transmitter building at 1133 Stinson Blvd., WPBC is on 980 kc with power of 500 w. It is owned and operated by the People's Broadcasting Co. Mr. Stewart, formerly with WOWO Fort Wayne and WCCO Minneapolis, heads the staff, which includes: John W. Ware, sales manager, former Minneapolis business man; Thomas K. McCrum, production manager, formerly of WKJG Fort Wayne and WASK Lafayette, Ind.; Art Jacobson, formerly of KDEC Decorah, Iowa; and Jerry Bleisch of New York, continuity; Gary Healy formerly of KBUN Bemidji, Minn., Lloyd Nelson and Max Sievert, both of Minneapolis, emcees. Women's programs will be designed and produced by Becky Ann Stewart, previously woman's program director at WOWO Fort Wayne.

Sales and service department of WPBC is staffed by Mary Selvig; Bill Garin, formerly WFHR Wisconsin Rapids; Joe Kane and Don Hanson of St. Paul, and Bill Witherow and Lloyd Sherman of Minneapolis.

Heading the locally produced programs which will be aired throughout the broadcasting day are Don Dodge, St. Paul piano stylist; Max Sievert, male vocalist; Lorrayne Garin and Mrs. Mabel Baker, vocalists.

Programs

SHORT show with long memory span is feature of WOV New York. Ten-minute nightly feature, called *Then and Now*, is emceed by Joe Given who plays two recordings of same tune. One recording is modern, and the other was made between 20 and 25 years ago. Many old records are collectors items and museum pieces, and each is accompanied by "historical" comment incorporating as much information as is obtainable about it. Tunes such as "Whispering," "Making Whoopee," and "Shiek of Araby" will be used during the show's estimated one-month run. In some cases, both recordings are by same artist.

Breakfast Guests

PLACING microphones in breakfast nook of Mr. Philip Klein, owner of Philip Klein Agency, Philadelphia, enables WPEN (same city) listeners to lend an ear to informal discussions of Klein household and noted guests at breakfast. Topics of local, national and international interest are casually talked about Monday through Friday from 9 to 10 a.m., station reports. Letters indicate that listeners enjoy informal discussions as well as educational values of shows, titled *Mr. & Mrs. at Breakfast*.

Unknown Sport Fans

FROM films taken at sports events in area, one minute film is run daily on *Gunther's TV Sports Special* on WAAM (TV) Baltimore and fed to WTTG (TV) Washington. Every fourth face in film is circled, and person must be identified by Baltimore or Washington viewer who calls while program is on the air. Winner contacts his friend and brings him to TV studios the following day for an interview. Three new identification films are used each week. Stations are currently on 25th film, with only two un-named fans to date. Valuable prizes are awarded to both identifier and identified.

World Events

ACTING in conjunction with Foreign Policy Assn. of Detroit, WWJ Detroit has inaugurated new series of programs known as *World Forum*. Because United Nations Week coincided, first program was on that subject, featuring recordings of prominent UN figures. Future programs will feature Michigan personalities who are experts on world problems to be discussed. All but first show will be presented to studio audience, made up largely of Foreign Policy Assn. Shields Dierkes produces show.

Negro Woman's Program

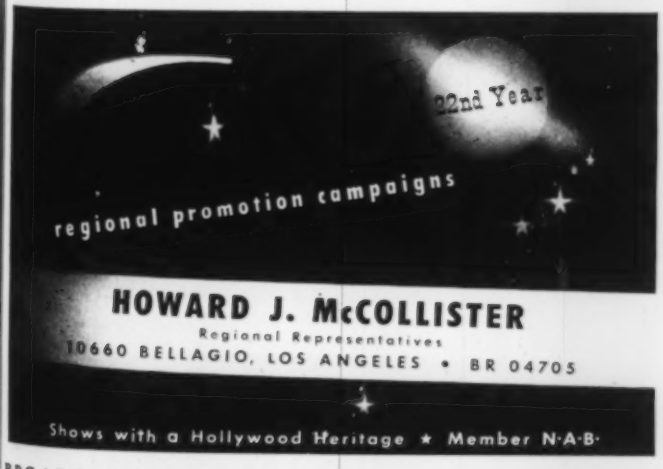
WELL-known choral director and actress, Mrs. A. C. Bilbrew, directs only Negro woman's program in Philadelphia over WHAT that city. Show, called *The Bronze Hour*, is aired every Wednesday evening from 9:30 to 10. Outstanding Negro Philadelphians, music, announcements of coming events, society news and other items of interest are featured on programs.

Repeat Performance

INNOVATION in radio programming was put into effect by Canadian Broadcasting Corp., Toronto, when following 2½ hour performance of British opera *Peter Grimes* on Oct. 12 on Trans-Canada network, it was decided to repeat performance with live cast on following Wednesday evening, Oct. 19. The cast consisted of CBC Opera Co. and orchestra, and it is understood that decision was made during performance as result of telephone and telegraph response from listeners to program. Announcement of repeat performance was made towards end of program. Show was carried Oct. 19 live on WNYC-FM and delayed on WNYC New York.

Courtroom Sessions

FICTIONAL crime is basis of new show on WCAU-TV Philadelphia, sponsored by Pennsylvania Co. for Banking and Trusts, same city. True courtroom procedure is used, with prominent judges, attorneys, court attaches and others donating their services to any charity which judge of week designates. Attorneys have no advance knowledge of what witnesses or other attorneys will say, and jury, composed of citizens of area, decide on verdict by majority vote, because of limitations of time. Professional actors play parts of witnesses when *Court Is In Session*.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

WARWICK CASE

FTC Dismisses Charges

COMPLAINT charging Warwick Mfg. Corp., Chicago, with misrepresentations in the sale of radio and television equipment has been dismissed without prejudice by Federal Trade Commission. Alleged misrepresentations concerned tube capacity and prices of TV equipment and radio sets.

The firm had filed motions and affidavits showing that the practices had been discontinued and giving assurance they would not be resumed, FTC said in dismissing the complaint. "In the circumstances the public interest does not require a continuation of this proceeding," it added. All Commissioners present concurred in the decision.

Blackstone Adds

FOUR new stations have signed to carry *Blackstone, Magic Detective*, transcribed series under sponsorship of local Blackstone Washer dealers, according to Charles Michelson Inc., New York transcription firm which produces the show and is handling co-op campaign for Blackstone factory. Stations are KOWB Laramie, Wyo.; WATN Watertown, N. Y.; WFPG Atlantic City, N. J., and WNDR Syracuse, N. Y.

Commercial

JAMES GATES, formerly of WCAX Burlington, Vt., and KRDO Colorado Springs, Col., becomes sales manager of WIDE Biddeford, Me. **ALFRED G. SYLVESTRI** joins station's sales staff.

JOSEPH HERSHEY McGILLVRA Inc., New York, appointed national representative for WBSM-AM-FM New Bedford, Mass., and WTVB Coldwater, Mich.

PAUL W. COLLIN, former commercial manager of WBNB Beloit, Wis., appointed commercial manager of WILA (FM) Woodstock, Ill. He previously was traffic manager at ABC's Central Div. and assistant to sales manager of World Broadcasting System Inc., Chicago.

BLAIR TV Inc., Chicago, named national representative for WBRC-TV Birmingham, Ala. Station has been on air since July 1.

WALTER O. MILES, formerly with Paul H. Raymer Co., New York (radio representative), joins W. S. Grant Co., San Francisco (radio representative), as Los Angeles manager. He replaces **FRANK G. MORELAND,** who left to join John Blair & Co., Los Angeles.

EARL FRANK CADY, formerly of sales staffs of WHKK Akron, Ohio, and KROS Clinton, Iowa, joins sales staff of WKRC Cincinnati, Ohio, replacing **JIM BLACK,** resigned.

RALPH GOSHEN, former local sales manager of WIRE Indianapolis, Ind., joins local sales staff of WBBM Chicago.

AUSTIN KING, former head of advertising firm under his name, joins sales staff of KITO San Bernardino, Calif.

KTSA San Antonio, Tex., appoints **Free & Peters Inc.,** New York, as national representative.

GEORGE P. MURRAY and **JAMES W. BIGGERS** join sales staff of WRBL Columbus, Ga.

WTVB Coldwater, Mich., issues new rate card; effective Oct. 15.

NONA KIRBY, regional sales manager for WLAW Lawrence, Mass., is convalescing at Mt. Auburn Hospital, Cambridge, following surgery.

OREN MATTISON, KMPC Hollywood auditor, named head of insurance committee for Southern California Broadcasters' Assn. Other committee members include **DONN DAVIS,** KFWB Holywood auditor; **J. FRED DUNN,** KFAC Los Angeles auditor.

JAMES E. CRISMOND, account executive for WGAY Silver Spring, Md., and Helen Theresa Brodie have announced their marriage.

JAMES E. LOWELL, account executive at WSSV Petersburg, Va., is the father of a girl, Margaret Athena.

'Forum' Option Dropped

EASTERN RAILROADS Assn. through its agency, Kenyon & Eckhardt, New York, has dropped its option on the Ted Granik *American Forum of the Air* [CLOSED CIRCUIT, Oct. 3] on NBC. The Association, an official of the company explained, is not ready to sponsor it immediately, but the show itself is still under consideration.

EVERETT SMITH

To Head AMA Jan.

ELECTION of Everett D. Smith research director of Macfadden Publications, New York, to the presidency of the American Marketing Assn. was announced last Wednesday. Mr. Smith takes office Jan. 1 to serve for one year. He succeeds Prof. Harvey W. Huegy of the U. of Illinois.

Other officers elected to the national marketing association were Robert F. Elrick, manager of product development, Pepsodent Div. of Lever Bros., Chicago, and Dr. Wilford White, Office of Small Business Div., Dept. of Commerce, Washington, vice presidents; Prof. George H. Brown of U. of Chicago, secretary; and Donald F. West, Director of Research, McCall Corp., New York, treasurer. Chosen to serve as directors for two-year terms, beginning in 1950, were: Harold P. Alspaugh, director of market research, H. J. Heinz Co., Pittsburgh; Delbert J. Duncan, marketing professor of Cornell U.; William W. Heusner, director of market research, Pabst Sales Co., Chicago; Hugh H. MacMillan, director of research, "The Detroit Free Press."

YOUNG REDUCES

To Stress 20 U.S. Stations

ADAM J. YOUNG Jr., president of the station representative firm bearing his name, last week, advised a specially-called board meeting that the firm has reduced the list of its stations in the United States to 20. The number of Canadian stations represented by the company has not been diminished.

Mr. Young pointed out that fewer stations means that more time can now be devoted to each station's problems, and to selling programs as well as spot announcements.

Advising the board that the reduction means accepting an immediate loss of revenue, Mr. Young added that "the loss is only temporary and that the end result would definitely yield a greater volume of billings and subsequent income than ever before to both station and representative."

CERTIFICATE of appreciation for its interest and support of Girl Scouting awarded to WLSI Pikeville, Ky., by Sandy Valley Girl Scout Council Inc.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

THEATRE PARTY

Sponsors Fete WHGB Star

WITH plenty of fan-fare and gusto, eight sponsors turned true "angels" early this month and spent their own time and money to fete radio star Red McCarthy, whose speciality is playing top recordings to fans over WHGB Harrisburg, Pa. The station reports that the date of the party, Oct. 8, has become a "Red Letter Day" in the life of Mr. McCarthy and also in the history of WHGB.

The sponsors, who honored the star of the *Red McCarthy Show* at a "Sponsor's Theatre Party," thought up the whole idea. Realizing the high degree of enthusiasm prevailing among the McCarthy fans, his sponsors decided to buy out one of the local theatres for the party. Tickets were given free of charge on a first come, first served basis.

WHGB's Red McCarthy and loving cup.

* * *

There were free movies for all, free popcorn and balloons, and one of the "angels" went so far as to pass out more than 2,000 samples of his ice cream. The event was climaxed with the introduction of Red McCarthy to his fans and the presentation to him of a silver loving cup, appropriately inscribed.

RCA VICTOR, Camden, N. J., has developed small low-priced automatic Victrola radio-phonograph, table model combination featuring 45-rpm music reproduction system, standard band radio, and console-like performance. Radio has built-in antenna, four tubes and one rectifier. Model 6-Y-51, bears suggested Eastern retail price of $59.95.

Production

TED NABORS, with KTRH Houston, Tex., for 15 years, joins KTHT Houston as program director.

BILL MEYERS, former newscaster and assistant producer with Armed Forces Radio Service, London, joins WPTR Albany, N. Y., as staff announcer.

GORDON EATON, formerly of WGST Atlanta, Ga., and WCCO Minneapolis, rejoins WCCO announcing staff effective Nov. 1.

NORMAN SLOANE, formerly ABC Hollywood program transmission coordinator, transfers to KECA-TV same city as assistant to **CAROL HOWARD**, television program operations manager.

WILFRED J. WALKER, Negro professor at Sterling High School, Greenville, S. C., appointed to handle all Negro high school play-by-play football game descriptions for WESC Greenville.

JOHNNY PEARSON, formerly of KXXX Colby, Kan., joins announcing staff of KWWL Waterloo, Iowa.

HOWARD GREBE, formerly with WHAI Greenfield, Mass., joins KMBY Monterey, Calif., as disc jockey.

WILLIAM MARTIN, formerly with KGO-TV San Francisco and faculty member of Art League of California, joins KRON-TV San Francisco as head of Art Dept.

GRAFTON MASON added to ABC Central Div. research staff, replacing **VIRGINIA ASHWORTH**, resigned. Mr. Mason worked previously for A. C. Nielsen Co., Chicago market research firm.

JAMES C. JORDAN Jr., formerly with WNBT (TV) New York, transfers to production department of KNBH (TV) Holywood as assistant director.

BOB TREBOR, former chief staff announcer of WVET Rochester, N. Y., joins anouncing staff of WDSU New Orleans.

WILLIAM C. DRISCOLL, former city editor and sports editor of now defunct *Philadelphia Record*, named director of WFIL-TV Philadelphia *Television Newsreel* and manager of film productions. He also collaborated in writing of book, *How To Enjoy Sports on Television*, and for last three years, he has done research in movie animation as medium of TV advertising.

BOB RIERSON of WBT and **OWEN SPANN** of WGIV, both Charlotte, N. C. stations, jointly preparing "Question Market," series of questions and answers for use on local quiz shows on AM stations throughout country.

OSCAR (Papa) CELESTINE, one of original New Orleans Dixeland jazz musicians, signed to do weekly disc jockey program on WDSU New Orleans.

FORD WARNER, formerly with KDON, then Monterey, now Palm Beach, Calif., joins KMBY Monterey as program director and news editor.

ISABEL WALSH, member of copy department of WBRK Pittsfield, Mass., and Al Parker have announced their marriage.

LYMAN BRYSON, CBS counselor on public affairs, will address Founders Day ceremonies at Sweetwater College, Va., Oct. 28. Oct. 31, Dr. Bryson will lecture at Dartmouth College on "Freedom of Information."

ED SCOTT, announcer at WBBM Chicago, is father of a boy, Christopher Alan.

MARY HARTLINE, band leader on ABC-TV's *Super Circus* and *Junior Junction* from WENR-TV Chicago, elected "The Sweetest Television Star of the Year" in Chicago by National Sweetest Day Citizens Committee.

JOHN GALBRAITH, assistant program manager of KGO San Francisco, is the father of a girl.

RUSS MAYBERRY, assistant director of *Kukla, Fran & Ollie* (NBC-TV) in Chicago, and Helen Graver have announced their marriage.

JAY STEWART, m.c. of ABC's *Surprise Package* and *Fun Fair*, is the father of a girl, Julie.

PHIL IRWIN, announcer for KGW Portland, Ore., is the father of a boy, Mark Benjamin.

CAROL ADAMS, women's director at WHBC Canton, Ohio, will appear in Nov. 17 production of Canton Player's Guild.

MEL VENTER, program manager of KFRC San Francisco, is the father of a girl.

BLUE RIDGE MOUNTAIN BOYS of WLAQ Rome, Ga., were winners of Southeastern Fair Hillbilly Parade contest.

MAL BELLAIRS, announcer at WCFL Chicago, is the father of a girl.

FOR **COVERAGE**

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah **WSAV**

630 kc. 5,000 watts Full Time

Represented by Hollingbery

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Then you need KFYR, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYR enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

Promotion

LARGE ear of corn wrapped in cellophane from which dangles blue ribbon, is latest promotion of WRFD Worthington, Ohio. Printed on ribbon in gold letters is message, "First Prize — Buy WRFD — Ohio's Rural Radio Station." Accompanying corn is reprint of full-page spread in the BROADCASTING 1949 MARKETBOOK, giving details of station's coverage.

WOAI Scores Hit

SCORES of Saturday football games during current season are relayed from newsroom of WOAI San Antonio, Tex., to American Airlines for benefit of passengers on incoming and outgoing flights. Scores are read to passengers in flight and service has been received by air travelers with great enthusiasm, station reports.

Blotter Mike

BLOTTER cut in shape of microphone and stamped with call letters and dial position of WASH (FM) Washington has been sent to trade and local sponsors by station.

Anniversary Party

WITH funnypapers in hand, over 2,500 children watched third anniversary party of KLZ-*Denver Post Funny Paper Show*. Party, which was held in downtown hotel, was promoted by news stories in *Post* and transcribed announcements over station with characters from program urging kids to come down for comic books, ice cream bars, doughnuts, masks and animal crackers, provided by KLZ sponsors. Show was aired for audience, with an estimated 2,000 children turned away because of lack of space.

Cover Mailing

DRAWING of bird with four-leaf clover in beak on leaves of which are names of programs on KCBS San Francisco is a feature of latest mailing by station to trade. Drawing is on cover of Oct. 17 issue of BROADCASTING. Note attached to cover reprint says, in part, "From new telephone number to new transmitter equipment . . . in production, promotion and expanded personnel . . . the *new* KCBS reflects a brand-new spirit in San Francisco radio."

Kleenex Announces

SHEET of kleenex announces construction of tremendous sign, one of largest on Times Square, to be lighted Oct. 20. Sign is expected to be filmed and used on opening board of company's television show, *Fun for the Money* on ABC-TV Friday, 9:30-10 p.m., originating in Chicago.

Dog-gone Good Promotion

SAD LOOKING bulldog ("Client who just discovered his advertising agency passed up the best time signal package in Northern Calfornia") occupies front cover of direct mail promotion folder sent out by KGO San Francisco. Folder plugs John Harvey's *Home Digest*, 6:30-7 a.m. Mon.-Fri. Back cover carries cartoon of long-bearded mailman and legend: "The mailman staggered into KGO with 15,705 letters for *Home Digest* during its first year, August 1948—August 1949."

Postcard Mailing

POSTCARD headed, "Are You Listening," mailed by Family Service Assn. of Seattle and Community Chest, calls attention to *Family Closeup* on ABC. Show is presented jointly by ABC and Family Service Assn. of Am... Message on card reads, in part, "... broadcasts . . . are based on ... professional experience of ... service agencies throughout the ... try. They give an honest, search... portrayal of tensions and conflicts ... family life, and of the help given ... family service agencies. We hope ... are listening. . . ."

Effective Spots

"TV RESULTS" is title of new ... mail promotion piece sent out ... KPIX (TV) San Francisco, announ... ing results of six one-minute premi... announcements by station for Le... Food Co. (Dr. Ross Dog Food). M... than one response per TV set in ... was received by station from viewe... in 86 cities in 19 counties, stati... reports. Result for station, litera... ture explains, was quick contract r... newal by sponsor and congratulato... letter "for sales response and effe... tive service."

Personnel

CLAUDE ROST, formerly member of public relations department of WKRC Cincinnati, Ohio, appointed publicity director of station, succeeding **CHARLTON WALLACE**.

NORMAN KNIGHT resigns as eastern stations relations manager of MBS.

KAY MULVIHILL, formerly assistant promotion manager for KSFO and KPIX (TV) San Francisco, named promotion manager of stations. She succeeds **ELLEN STERN**, resigned.

ROSEMARY McLAUGHLIN joins KXOK St. Louis in publicity-promotion department.

BORIS MUCCIA joins ABC Hollywood sales proomtion department as artist. He replaces **ALAN ELROD** who left to join Searle & Parks, Hollywood (packager).

TONY MOE, promotion manager at WCCO Minneapolis, has left for Hollywood. During trip he will inspect West Coast CBS promotional set-up.

CAROLYN FRENCH, formerly with KCBS San Francisco, joins KGO same city, as publicity assistant to **MAURY BAKER**, promotion and advertising manager. She succeeds **MARILYN MAYNE**, resigned.

ALL-time-high of 800 public service programs per month representing 151 hours of air time being broadcast regularly this fall over WHLI-AM-FM Hempstead, L. I.

Sensational!
COLUMBIA MICROGROOVE TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..." KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE. " CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE. " WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE. "

For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.
Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas
LOS ANGELES NEW YORK CHICAGO

The last **WORD** *... for results in*
SPARTANBURG
MORE FOR YOUR DOLLAR WITH
WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

AWARDS

Top Wash. Press Club Honors Won by KJR Seattle

WITH four first-place awards, KJR Seattle captured more honors in the Second Annual Radio Awards of the Washington State Press Club than any other station in the state. Second was KVOS Bellingham, with two firsts and an honorable mention.

The awards were presented Friday night (Oct. 21) during the Annual Radio Awards Night at the Press Club in Seattle. Twelve first awards were granted, and nine honorable mentions."

Maury Rider, KIRO Seattle announcer and commentator, was chairman of the Radio Awards Committee. Serving with him on the committee were Maitland Jordan, national sales manager, and Paul Moore, account executive, both of KJR Seattle; Lincoln Miller, executive vice president of KXA Seattle, and Richard E. Green, manager of national sales and sales service, KOMO Seattle.

Judges were Bob Hillis, radio publicity director for the Seattle-King County Community Chest; Trevor Evans, radio-television director of Pacific National Advertising Agency; Pete Lyman, account executive for Frederick E. Baker & Assoc., and William Ladd, then assistant director of radio at the U. of Washington and now associate professor of speech at Washington State College.

First-place awards, by categories:

Farm News—Hal Reeves, KVOS Bellingham; Local News Commentary—Ken Miller, KVOS; Sports Announcing—Rod Belcher, KMO Tacoma.

Public Service — Robert Hayward, KVI Seattle, and Sgt. George Amans, Washington State Patrol, for *Could This Be You?*; Western Personality Program—Buck Ritchey, KVI, for *Harmony Hoedown;* Musical Spot Announcement—Tom Jones Party, Western Agency, for "Pale, Pale, It's Extra Pale" (Rainier Beer).

Excellence in Production—Jack R. Cristallis, KJR Seattle, for *Top Seven;* Excellence in Engineering—Otto Renneer, KJR, for *Top Seven;* Excellence in Writing—Bill Ward, KJR, for *Drive-in for Laughs.*

Special Events Reporting—Bob Ferris, KJR, for *This Is It;* Excellence in Announcing—Reg Miller, KJR, for *Fisherman's Festival.*

Honorable mentions included:

High School Activities, reporting—Dale Yearsley, KBRC Mount Vernon; High School Activities, variety program—Staff of KVAN Vancouver, for *Assembly;* Commercial Fishing News—"Doc" Heil, KIRO Seattle, for *The Old Boat Puller;* Western Personality Program—Warren Johnson, KRKO Everett, for *Gopher Hole Gus.*

Writing—Jean Kruzer, KPUG Bellingham, for *Dreamhouse;* Production—Jack Fearey, KPUG, for *Dreamhouse;* Public Service—Staff of KVOS, for *It's a Crime;* Musical Variety Production—Bob Hurd, KOMO Seattle, for *Studio Party;* Performance in Musical Variety—Dale Smith, KOMO, for *Studio Party.*

Twenty-three stations in the state submitted entries for the awards.

AIR MARATHON

WTTM's Kovacs Talks On

IF Milton Berle could set a record for 18 continuous hours of non-stop telecasting, Ernie Kovacs, announcer at WTTM Trenton, N. J., felt he could set a mark of 173 hours for broadcasting—or go down voiceless in the effort. Still awake, he surrendered the microphone at 1:20 p.m. Oct. 2, after topping his goal by 17½ minutes.

During the marathon, held at the New Jersey State Fair beginning 11 a.m. Sept. 25, WTTM, NBC affiliate stayed on the air 24 hours a day. Mr. Kovacs ran a nine hour disc jockey program from 12 midnight to 9 a.m., announced all local programs and delivered station identifications and announcements between NBC programs. According to the station, the quality of Mr. Kovacs' work held up well, the only evidence of fatigue being a slight huskiness in his voice and a somewhat deteriorated reaction time. He confessed that Monday morning (Sept. 26) he fell asleep during a news broadcast for about ten seconds.

Four days later, he read a time signal this way: "The time now is . . . windy, fair and continued cool . . . temperature in the middle . . ." and lapsed inaudibly for several seconds. Carl Mark, WTTM manager, rewarded Mr. Kovacs with numerous gifts including a two week vacation. Station reported that about 100,000 people visited WTTM's outdoor studio to watch the announcer in action—or inaction.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Encore

ENVY

On Records: Fran Warren—Vic. 20-3551; Roy Cordell—Miltone 5265; Buddy Clark—Col. 38599; Russ Case—MGM—10554.

On Transcriptions: Vic Damone—Associated; Larry Fotine—World; Fran Warren—Thesaurus.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

READ

by more agency-advertiser executives than any other radio or TV journal

Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere — new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

If YOUR business concerns radio-television you need BROADCASTING-TELECASTING—the only authentic reporter of every significant development in the field of mass radio communitions.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

Allied Arts

EDWIN R. PETERSON named special representative of Keystone Broadcasting System, Chicago. He was formerly MBS Detroit division manager and ABC Chicago account executive.

LOUIS M. STUMER, former CBS program sales coordinator, joins Mark Goodson-Bill Todman Productions (radio and television package producer) as director of sales, effective immediately. Prior to joining CBS, he was assistant operations manager for DuMont TV network.

JOAN ROWLAND, formerly with National Foundation for Infantile Paralysis, USO and other non-profit organizations in public relations capacity, named radio consultant for Japan International Christian U. Foundation. Newly-organized group will campaign for $10 million to build university in Tokyo.

RALPH B. HUNTER, recently with government in supervision and organization of Japanese radio broadcasting in Tokyo; **HAROLD W. GRAS Jr.,** formerly information specialist for Armed Forces Radio Service, El Paso, Tex., and **FRED D. SHAVOR,** veteran of announcing and acting experience in radio and TV in New York state, appointed graduate teaching assistants at Syracuse (N.Y.) U. Radio Dept.

JACK BOYLE named director of *Television Research Reports,* issued monthly by Daniel Starch & Staff.

NATIONAL COMMITTEE FOR LABOR ISRAEL producing *Builders of a Nation,* transcribed 15-minute series, for public service broadcast by local stations throughout country.

GUY DeVRY, writer of NBC series *We Came This Way* in 1945, awarded first prize in Victor Frenkil television playwriting contest offered nationally by Johns Hopkins U., Baltimore.

ANDREW W. BENNETT moves law offices to 1319 F St. N.W., Washington 4. Telephone remains Republic 3607.

PENN McLEOD & Assoc., Canadian market research firm with offices in Toronto and Vancouver, opens new office at 3322 White Bldg., Seattle, with **JOHN BOLAN** as manager. Phone: MUtual 1262. Company, which conducts public opinion polls, market surveys and radio research, also will open office in Los Angeles.

Equipment

LAUREN K. HAGAMAN, formerly manager of advertising and promotion for Mengel Co., Louisville, appointed director of advertising and public relations of Magnavox Co., Ft. Wayne, Ind.

ROWLAND GUILDFORD, New York regional sales manager, named to head DuMont's New York regional sales office, newly-formed company-owned distributor for New York area. He was formerly assistant national sales manager.

RAYTHEON MFG. Co. transfers merchandising of its mobile radiophones from its Belmont Radio Div., Chicago, to Raytheon's main plant at Waltham, Mass. **RAY C. ELLIS,** vice president in charge of equipment sales division, will head entire mobile radiophone operation. Until equipment is in full production at Waltham, production and service will continue at Chicago plant.

TWO GO ABROAD

Representing U. S. Radio

TWO industry representatives left last week for Europe to represent U. S. interests at international conferences.

G. Richard Shafto, WIS Columbia, S. C., NAB director-at-large for medium stations, left Friday by plane for Paris where he will be NAB's member on the U. S. Commission for UNESCO. Hugh Terry, KLZ Denver, and Michael R. Hanna, WHCU Ithaca, represented NAB at past commission meetings. Mr. Shafto is due back in this country in time to attend the NAB board's mid-November meeting.

Richard P. Doherty, NAB employe-employer relations director, left Friday for Geneva to attend sessions of the International Labor Organization, which studies world labor problems for the United Nations.

Mr. Doherty was appointed by President Truman as one of the two delegates representing American industry. ILO will take up a number of labor problems affecting broadcast, TV and sound operations.

NEW imported record brush for all types of recordings is being manufactured by Philadelphia Badge Co., Philadelphia.

NATIONAL GUARD

Radio Helps Recruiting Dr

APPROXIMATELY 550 stati currently are using a series of quarter-hour dramatic shows p duced by C. P. MacGregor I Hollywood firm, on behalf of National Guard's fall recruit campaign. The Guard has app tioned from $45,000 to $50,000 radio during its campaign wh began Sept. 19 and runs thro Nov. 19 [BROADCASTING, Sept. 1

The National Guard, throu Gardner Advertising Co., Wa ington, is using an average of paid spot per week per station a promotion involving over 1,7 outlets. In addition, Frank Hep ler, NG account executive, revea that "a most encouraging numb of stations are airing courtesy a nouncements" because of t Guard's limited budget.

Station cooperation during t first week of the campaign w termed "splendid," with statio "going out of their way" to broa cast free spots. Mr. Heppler sa NG had met its first week quot and was confident of garnering i full quota of 45,000 new recruit during the nine-week campaig with a large share of the cred due the radio industry.

RACINE GRANT

FCC Gives Initial Ruling

INITIAL decision has been r ported by FCC for grant of Bel City Broadcasting Co.'s applic tion for a new standard statio at Racine, Wis., on 1460 kc wi 500 w daytime. Belle City is as sociated in ownership with WMI Milwaukee.

Hearing Examiner Leo Resnic found that slight overlap wou result between the new Racine ou let and WMIL but concluded tha the overlap would be insufficien to preclude a grant within mean ing of Sec. 3.35 of FCC's rules, th duopoly ban. The initial ruling would become effective in 40 da unless contested.

Belle City Broadcasting is owne equally by Gene Posner, 50% owne of WMIL, and Jerome Sill, man ager and 34% owner of WMIL

Examiner Resnick also conclu the new Racine outlet would caus no objectionable interference t any existing or proposed statio excepting that proposed by Metro politan Broadcasting Co. at Mi waukee on 1470 kc, 500 w daytim The examiner found that Metro politan failed to appear at the hea ing and hence no consideration that matter was necessary.

Here's a complete, time-saving book of market information

The current 1949-1950 Edition of SRDS CONSUMER MARKETS provides all the basic information that market men and buyers of media use in selecting state, county, and city markets for any consumer product.

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WBAL means business in Baltimore

A. C. NIELSEN

Rates Lux Theatre First

PROGRAM receiving top Nielsen ratings for the weeks Sept. 4-10 and 11-17 was *Lux Radio Theatre* which compiled ratings of of 18.5 and 22.7, respectively, A. C. Nielsen Co. reported last week. Runnerup in the first week was *Mr. Keen* with 18.5 and in the second week. *Arthur Godfrey's Talent Scouts* was second with 19.1.

The Nielsen Radio Index report, at the same time, pointed out that total radio usage (3.74 hours per home per day) during the week of Sept. 4-10 was equal to the listening recorded for the first week of the same month last year. In 1947 the average was 3.49. During the daytime hours, more homes listened to radio programs than during the similar 1948 broadcast period while a slight decrease was noted for nighttime hours, Nielsen said.

Nielsen also pointed to an 18.5% for *Fibber McGee & Molly* in its 9:30-10:00 p.m. slot and 15th anniversary of broadcasting. The program ranked third for the week of Sept. 11-17. Third place for the week of Sept. 4-10 went to *FBI In Peace and War* which rated 16.9. For the month of August top Pacific area rating of 15.6 was recorded for *The Whistler*, second, *Let George Do It*, 14.6 and third, *Adventures of Sam Spade*, 14.0. Weekday top program nationally during Sept. 4-10 was *Right To Happiness* (8.4) followed by *Pepper Young's Family* (8.3) and *Backstage Wife* (7.9). Listings for August weekday shows in the Pacific area showed *Backstage Wife* (11) first.

HOGAN & HARTSON

Adds Three New Members

WASHINGTON radio law firm of Hogan & Hartson has announced that Seymour S. Mintz, George E. Monk and John J. Sirica have become members of the firm.

Mr. Mintz has been associated with Hogan & Hartson since May 1946 and formerly had been with the Bureau of Internal Revenue for nine years. During the war he served in the Coast Guard. He received his LLB from George Washington U. there. Mr. Monk, also a George Washington U. graduate, has been with the firm since 1934. Prior to that he engaged in private practice of law. Mr. Sirica, new to the firm, formerly was in private practice of radio law in Washington and at one time had been general counsel for the House Select Committee to investigate the FCC. He is a graduate of Georgetown U. law school, Washington.

Small Space — Big Story
MORE people
MORE times
LESS money
WGRD
Grand Rapids Michigan

PILSENER CAMPAIGN

Plans Cleveland Hockey On AM-FM-TV

PILSENER Brewing Co., TV, radio and advertising agency executives arranging P. O. C. contract (l to r): Seated—Mr. Hartley; Walter Franz, president and general manager, Pilsener Co.; Mr. Rand; Bernard C. Hoag, Pilsener general sales manager, and Bromley House, Gregory & House Adv. Agency; standing—Messrs. Blumer, Hendy and McKelvey.

IN spite of a 15% below normal market in the sale of malt beverages in Ohio at this time of the year, a Cleveland brewing company has thrown all advertising, sales and promotion tradition to the winds by completing arrangements for an all-out promotional campaign.

The firm is the Pilsener Brewing Co., maker of P. O. C. Pilsener Beer, and its campaign includes formation of a brand new radio network, new arrangements for better and more intimate means of broadcasting, the employment of one of Canada's top-notch hockey broadcasters and the innovation of TV.

Heart of the campaign is the broadcasting of the Cleveland Barons hockey games. Each of the regularly scheduled contests, both at home and away, will be brought to hockey fans by way of radio—AM and FM. Broadcasts will be made from ringside at the Cleveland Arena and all other places where hockey is played throughout the league.

Key station of the AM-FM network is WJW Cleveland, with WICA Ashtabula, WHBC Canton, WLEC Sandusky, WBBW Youngstown, and WEOL Elyria, participating. In addition, 19 Saturday night games and one Sunday contest will be telecast over WEWS (TV) Cleveland.

Key figures in the campaign include James C. (Jim) Hendy, general manager of the Cleveland Arena; Bun Cook, Barons' coach; LeRoy Ward, Arena superintendent; Eddie Coen, publicity director; Sheldon Fullerton of the publicity department; Ron Cook, hockey broadcaster; station officials—Frank Blumer and G. C. McKelvey of WJW; Walter Walrath of WICA; Robert C. Fehlman, WHBC; Al Heiser, WLEC; Gene Trace, WBBW; H. A. Seville, WEOL; J. Harrison Hartley, WEWS (TV), and Cleveland Hockey Club President Bernard E. (Bunny) Rand.

Commenting on the campaign, Mr. Rand said: "We're taking the Arena out of the gymnasium class and putting it into the ranks of leading theatres, where it belongs. Grotesque signs are coming down. Decorations will be appealing. The comfort of our guests comes first. And, with radio and television bringing the Barons' games to all Northern Ohio, we believe we'll bring a new hockey spirit to this entire area."

Patricia Weiss Hart

ENGAGEMENT of Patricia Weiss Hart, daughter of Mr. and Mrs. Lewis Allen Weiss, Bel Air, Calif., to John Austin Armitage, Third Secretary of the U. S. Embassy at Prague, was announced last week. Mr. Weiss is chairman of the board of the Don Lee network, and member of MBS board of directors. The prospective bride is a member of the U. S. Information Service Staff at Prague. The couple plan to be married in January at the Weiss home.

45.0
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Rep: HOLLINGBERY

HIGH FLYER

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There's more to the KDAL story. Get chapter and verse from Avery-Knodel before you complete the list for your campaign.

ACTIONS OF THE FCC

OCTOBER 14 to OCTOBER 21

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 14 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KXLJ Helena, Mont.—Designated for hearing application for license renewal on issues regarding program service; present license extended to 3-1-50.

CP Revoked

KCRO Englewood, Col.—Revoked CP for new station authorized 8-1-48 because of apparent misrepresentations of R. L. Cunningham, one of partners, regarding his financial position. Revocation effective 15 days after receipt of order, within which time KCRO may request hearing; order would be suspended pending decision.

October 14 Applications . . .

ACCEPTED FOR FILING

License for CP

KNBY Newport, Ark.—License to cover CP new AM station.

KTUR Turlock, Calif.—Same.

KRAM Las Vegas, Nev.—License to cover CP increase power etc.

License Renewal

WSJS-FM Winston-Salem, N. C.—License renewal FM station.

Modification of CP

WBMS-FM Boston—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

CP to Replace CP

WJWL Georgetown, Del.—Application to replace CP which expired, for 900 kc 1 kw D DA.

October 17 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

KOME Tulsa, Okla.—Granted mod. CP make changes in DA.

KYES Butte, Mont.—Denied mod. CP for extension of completion date for new station because of lack of diligence; hearing may be requested within 20 days.

WINS New York—Denied extension of completion date on mod. CP for boost from 10 kw to 50 kw N on 1010 kc; hearing may be requested within 20 days.

CP to Replace CP

The Saratoga Bestg. Co., Saratoga Springs, N. Y.—Denied application requesting CP to replace expired CP for new station 900 kc 250 w D without prejudice to filing new application for Saratoga Springs. Retired application to closed files.

Hearing Designated

WTOB Winston-Salem and WPAQ Mount Airy, N. C.—Designated for consolidated hearing applications to change to 550 kc 1 kw unl. DA; made WKRC Cincinnati party to proceeding.

WKBO Harrisburg; Capital Bestg. Corp., Harrisburg; WCMB Lemoyne and WHGB Harrisburg, Pa.—Designated for consolidated hearing application of WKBO change to 1460 kc 1 kw-N 5 kw-D unl. DA; of Capital Bestg. for new station 1460 kc 1 kw-N 5 kw-D unl. DA-N; of WCMB for 1460 kc 5 kw unl. DA-N; and of WHGB for 1460 kc 5 kw unl. DA-N; made KSO Des Moines, WBNS Columbus, Ohio, and WHEC Rochester, N. Y., parties to proceeding.

John Townsend, North Platte, and Nebraska Rural Radio Assn., Lexington, Neb.—Designated for consolidated hearing applications for new stations 1010 kc 1 kw D.

Tilden M. Adcock and Starlon S. Adcock, Goldsboro, N. C.—Designated for hearing application for new station 570 kc 1 kw D and made WGTM Wilson, N. C., party to proceeding.

Authority to Remain Silent

WDXB Chattanooga, Tenn.—Granted authority to remain silent until Oct. 31 because engineers are on strike.

WTNB Birmingham, Ala.—Granted authority to remain silent for additional 30 days until Nov. 4.

Petition Denied

WRIB Providence, R. I.—Denied petition for immediate grant of application and proceeding is scheduled for hearing on issues previously designated to be held Nov. 9 in Washington.

KEYY Pocatello, Ida.—Designated for hearing Nov. 21 at Pocatello license renewal application.

Oral Argument Set

WMUS Muskegon, and Grand Haven Bestg. Co., Grand Haven, Mich.—Ordered that oral argument be held Nov. 7 before Commission en banc and that parties are afforded opportunity to address themselves not only to exceptions filed but also to petition filed by WMUS to set aside proposed decision and opposition thereto and issues raised therein.

The Mount Vernon Bestg. Co., Mount Vernon, Ohio, et al—Scheduled oral argument in consolidated proceeding Nov. 4 before Commission en banc and ordered that parties are afforded opportunity to address themselves not only to exception but also to petition filed by Mount Vernon Bestg. and opposition thereto and issues raised therein.

Home News Pub. Co., New Brunswick, N. J.—Scheduled oral argument Nov. 4 before Commission en banc on proposed decision.

WILS Lansing, Mich., et al—Scheduled oral argument Nov. 4 before Commission en banc on proposed decision in consolidated proceeding.

October 18 Decisions . . .

BY THE SECRETARY

WRR-FM Dallas, Tex.—Granted license new FM station 101.1 mc (Ch. 266), 68 kw, 500 ft.

WFMW (FM) Madisonville, Ky.—Granted license new FM station 103.1 mc (Ch. 276), 1 kw, 130 ft.

Rockford Bestrs, Inc.—Granted CP and license to cover making changes in existing remote pickup KSA-663 to change location from mobile to 3800 Abbotsford Rd., Rockford, and for operation with WROK-FM and well as WROK.

WPAT Paterson, N. J.—Granted mod. CP for extension of completion date to 11-16-49.

WFLN (FM) Philadelphia—Granted license new FM station 95.7 mc (Ch. 239), 20 kw, 490 ft.

KRIC Beaumont, Tex.—Granted CP install new vertical ant. with FM ant. mounted on top, and change trans. and studio locations.

WOSH Oshkosk, Wis.—Granted mod. license change studio location.

WQXI Buckhead, Ga.—Granted mod. CP change type trans.

KING-TV Seattle, Wash.—Granted license to cover CP to designate transmitter location, ERP vis. 19 kw, aur. 10 kw in lieu of 18.95 kw, 9.79 kw; ant. height 410 ft.

WDGY Minneapolis—Granted license increase power etc.

WMRC Greenville, S. C.—Granted license to cover CP change to 1440 kc 5 kw, install new trans. and DA and change trans. location.

Associated Bestrs. Inc., Mobile, Ala. of Bethlehem, Easton and Allentown, Pa.—Granted license for new exp station KGZXAZ and ASB-6 trans.

WWCA Lake Bestg. Co. Inc., Gary, Ind.—Granted mod. CP change trans.

WDYK Richard Aubrey Raese, Cumberland, Md.—Granted mod. CP change type trans.

KGWA Public Bestg. Service, Inc., Enid, Okla.—Granted mod. CP change type trans. and for approval of ant. and trans. location; cond.

National Bestg. Co. Inc., Stratford, Conn.—Granted mod. CP for approval of trans. location of exp. TV station KC2XAK.

Following were granted extension of completion dates as indicated: WAMI-FM Wilmington, Del., to 5-1-50; WTTV Bloomington, Ind., to 4-15-50; KSUT Cedar City, Utah, to 2-10-50; KWKH Shreveport, La., to 4-7-50; KOA-TV Denver, to 1-13-50; WBCC-FM Bethesda, Md., to 1-6-50; W6XNO Don Lee Bestg. System, Hollywood, to 5-4-50; KM9XBD Don Lee Bestg. System, Hollywood, to 5-1-50; WMBR-TV Jacksonville, Fla., to 4-17-50.

KCRA-FM Sacramento, Calif.—Granted license new FM station Ch. 2[illegible] (96.1 mc), 11 kw, 380 ft.

WRNY-FM Rochester, N. Y.—Same, 97.9 mc, 7.7 kw, 460 ft.

WENR-TV Chicago—Granted license new TV station and change ant. height to 660 ft.

WKRS Waukegan, Ill.—Granted license new AM station 1220 kc 1 kw [illegible] DA.

WYVE Wytheville, Va.—Same—[illegible] kc 1 kw D.

WINA Charlottesville, Va.—Same.

KTFY Brownfield, Tex.—Same—[illegible] kc 250 w D.

WTSP St. Petersburg, Fla.—Granted license to cover CP install old main trans. for aux.

KGFF Shawnee, Okla.—Granted license install new trans.

Grady-Mitchell Bestg. Co., Cairo, Ga.—Granted mod. CP for approval of ant. trans. and studio locations.

ACTIONS ON MOTIONS
(By Comr. Sterling)

WHOM Jersey City, N. J.—Denied petition for leave to intervene in proceeding upon application of New Rochelle Bestg. Service, Inc., New Rochelle, N. Y.

Glenwood Springs Bestg. Co., Glenwood Springs, Col.—Granted petition for leave to amend application to change requested frequency from [illegible] kc to 1240 kc etc.; accepted amendment and removed application from hearing docket; dismissed its petition requesting cond. grant of said application; on Commission's own motion, removed from hearing docket application of Western Slope Bestg. Co., Glenwood Springs.

KICK Springfield, Mo.—Granted petition for extension of time to reply to petition for reconsideration filed by KTTS; time extended to Oct. 24.

WMEX Boston—Granted petition for extension of time to file reply to exceptions of FCC General Counsel; time extended to Oct. 24.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re WSAY Portsmouth, Va.

(Continued on page 71)

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Dear Tuck:

One o' th' mostest importantest thin's fer a station ter do is ter keep itself afore th' public. Well, ole WCHS sartinly does thet in a big way! Folks 'round Charleston here don't never haze no chanct ter forgit thet this is THEE station in West Virginny's number one city. Why, Tuck, ever place yuh goes yuh sees er hears sumpthin 'bout WCHS! All th' leadin' restarunts has WCHS newsflashes on th' tables. Seyrul times a month some feller er other from WCHS is a makin' a speech ter a club, an' durned near ALL th' time some big promotion is goin' on! Yessir, folks really knows 'bout WCHS, and hit shore pays off ter use the station folks thinks 'bout mostest!

Yrs.
Alay

WCHS
Charleston, W. Va.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

Retail sales in Hinds County, Mississippi, center of the rich WJDX primary market, in 1948 showed an increase over 1940 of 333%. Since the population growth for this same period was approximately 66%, it's easy to see that WJDX listeners are growing in quality as well as quantity.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

News

GENE OSBORN, formerly assistant sports director at WQUA Moline, Ill., joins KWWL Waterloo, Iowa, as sports director.

ED GRAHAM, new to radio, appointed news editor of WPTR Albany, N. Y.

JOHN McDONALD, WSM Nashville, Tenn., farm director, awarded Honorary American Farmer degree by Future Farmers of America at 22d national convention.

NELSON PRINGLE, KNX Hollywood newcaster, elected to board of directors of Greater Los Angeles Press Club.

JERRY DEANE, news and special events staff member at KXEL Waterloo, Iowa, is the father of a girl, Sara Ann.

WILLIAM RAY, news and special events manager at NBC's Central Div., appointed to board of directors of Chicago Press Club.

IRE SESSION

Set for Kansas City

SPEAKERS prominent in radio engineering are sheduled to address the Kansas City Section Technical Conference on Antennas, Institute of Radio Engineers, Oct. 28-29 in the Hotel President, Kansas City, Mo.

Friday discussion will be divided into three parts. In the morning, the microwave antenna session is to be addressed by F. M. Deerhake, project engineer in charge of microwave relay development, Electronics Dept., General Electric Co.; J. A. Albano, senior project engineer in the Antenna Research Branch, Wright - Patterson Air Force Base, Dayton, O., and Dr. Charles B. Barker, assistant branch head of Antenna Research Branch, Naval Research Laboratory, Washington. Luncheon speaker will be Dr. W. L. Everett, dean of U. of Illinois School of Engineering.

The afternoon speakers are:

Peter Caporale, technical advisor to the director, office of Federal Airways, Civil Aeronautics Authority, Washington; J. P. Shanklin, senior associate engineer, Collins Radio Co. Research Division, Cedar Rapids, Iowa; R. E. McCormick, CAA Experimental Station engineer, Indianapolis.

Also, D. A. Peterson, senior engineer with A. Earl Cullum Jr., consulting engineer, Dallas, Tex., and J. S. Brown, chief engineer with Andrew Corp., Chicago.

The TV-FM antenna session will be held Saturday with the following as speakers:

A. W. Walters, engineer with Communication Branch of Naval Research Laboratory; R. W. Masters, research associate at Ohio State U. Research Foundation, Columbus, Ohio, and George P. Kearse, senior engineer with the American Phenolic Corp., Development Division, Chicago.

CFCH-FM North Bay, Ont., and CJCA-FM Edmonton, Alta., are now on air, according to announcement of Dept. of Transport, Ottawa. CFCH-FM is on 106.3 mc with 250 w, and CJCA-FM is on 99.5 mc with 414 w.

KCBS REMODELING

Plans New Audio Equipment

LATEST step in remodeling of KCBS San Francisco is an ambitious audio equipment construction project announced last week by Arthur Hull Hayes, CBS vice president and KCBS general manager.

The station's existing studio and engineering equipment will be completely replaced with the most modern audio equipment available, Mr. Hayes said. The new construction project will be under direction of Alan Cormack, KCBS director of engineering. In recent weeks the station's office and studio space has been remodeled with new entrance through the Palace Hotel lobby.

NBS Handbook

NATIONAL Bureau of Standards has announced a new handbook of interest to design engineers. It is titled, *Installation and Maintenance of Electric Supply and Communication Lines — Safety Rules and Discussion*, (Handbook H43). NBS says the 386-page book with 29 tables and 20 figures, combines in a single volume for the convenience of design engineers, code rules, discussion, and related engineering data. Three appendices present technical data useful in making computations of the strengths of supporting structures and in determining crossing clearances. Available only from Supt. of Documents, U. S. Govt. Printing Office, Washington 25, D. C., the booklet is priced at $1.50 a copy.

L. A. News Club Elects

AL GORDON, KFWB Hollywood news editor, has been elected president of the Los Angeles Radio News Club to replace Jim McNamara, retiring head. Remainder of the incoming slate consists of David Anderson, NBC Hollywood, vice president; Carroll S. Ugar, ABC Hollywood, secretary-treasurer; Betty Penny, KFWB, assistant secretary. Board of directors: Bob Garred, CBS Hollywood; Clete Roberts, KFWB; Jim McNamara, KLAC Los Angeles; Jack Beck, CBS Hollywood.

CITATION for "outstanding leadership and service in soil conservation" is received by Herb Plambeck, WHO Des Moines farm service director. Iowa Secretary of Agriculture Harry Linn (l) smiles approval as Chris Jensen, chairman, Iowa Soil Conservation Committee, presents plaque to Mr. Plambeck, veteran director of soil conservation field days and plowing matches.

LICENSE FEES

Boost in Canada Unlikely

CHANCES of an increase in listener license fees from $2.50 to $5 a year, as requested by the Canadian Broadcasting Corp. at Ottawa recently, are considered fairly slim in Canada. Added to public opinion against the increase is understood to be feeling of most members of the Liberal Party, which forms the government. Opinion of the party members was expressed at a caucus held early this month at Ottawa, at which members voiced the suggestion—felt it would be wiser for the government to pay the deficits of the CBC in the same way that the government now pays the deficits of the government-owned Canadian National Railways and Trans-Canada Airlines.

The matter of increase is now up for recommendation by the Royal Commission on Arts, Letters and Sciences, before which the CBC made the request. The Royal Commission is expected to file its recommendations sometime next spring or summer after completing its hearings across Canada. Amendments to the Canadian Broadcasting Act are contemplated at this session of Parliament.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

First 15 Program Hooperatings—Oct. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Pos.
Radio Theatre	172	Lever Bros. (JWT)	19.9	17.9	+2.0	5
Jack Benny (Original Broadcast 17.3) (Added by 2d Broadcast 2.3*)	179	American Tobacco (BBDO)	19.6	19.0	+0.6	3
Bob Hope	151	Lever Bros. (BBDO)	18.4	19.0	—0.6	4
Godfrey's Talent Scouts	154	Thomas J. Lipton Co. Div.—Lever Bros. (Y&R)	18.0	15.5	+2.5	9
Fibber McGee & Molly	165	S. C. Johnson & Son (NL&B)	16.7	20.1	—3.4	2
Walter Winchell (Original Broadcast 14.2) (Added by 2d Broadcasts 1.4*)	284	Kaiser-Frazer (Weintraub)	15.6	21.4	—5.8	1
My Friend Irma	150	Pepsodent Div.—Lever Bros. (FC&B)	15.5	15.1	+0.4	11
Inner Sanctum	156	Emerson Drug (BBDO)	14.8	—	—	—
Red Skelton	159	Procter & Gamble (B&B)	14.1	11.4	+2.7	28
Mr. Keen	149	Whitehall Pharmacal (Murray)	13.7	13.0	+0.7	17
Charlie McCarthy (Original Broadcast 11.4) (Added by 2d Broadcast 1.6*)	171	Coca-Cola Co. (D'Arcy)	13.0	14.9	—1.9	12
People Are Funny	164	B. & W. Tobacco (Seeds)	12.9	13.7	—0.8	16
Crime Photographer	148	Philip Morris (Biow)	12.9	14.1	—1.2	15
Amos 'n' Andy	149	Lever Bros. (R&R)	12.7	—	—	—
Suspense	169	Electric Auto Lite (N-E)	12.7	16.2	—3.5	7

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

On All Accounts

(Continued from page 10)

advertising firm in that city. Nat and his St. Louis recruit—Martha Cunliff, industrial publications editor and public relations person in her own right—were married in Savannah immediately after he received his second lieutenant's bars. They have two children, Michael, now three, who was born in the south end of the main runway at Bolling Field, in Washington, and redheaded Susan, a diglified young lady of 18 months.

The golf that was Nat's hobby during his bachelor days has given way to reading *Winnie-the-Pooh* and Mother Goose to an insatiable audience, and to combing the town for a house large enough to hold Michael's collection of stuffed animals in addition to four Brandons together with their assorted books, typewriters, steam rollers, dump trucks, dolls and tricycles.

Back of all this is the dream of a larder full of vegetables and Tennessee hickory-smoked hams from his home farm in Stewart County, Tennessee, some 75 miles northwest of Nashville, and a deep-freeze packed with fish from Kentucky Lake and game shot over his own acres.

GA. INSTITUTE

Mullinax Names Committee

EDWIN MULLINAX, general manager of WLAG LaGrange, Ga., and president of the Georgia Assn. of Broadcasters, has named the committee of the Fifth Radio Institute to be held at the U. of Georgia in conjunction with sessions of Henry Grady School of Journalism in the spring of 1950.

The committee includes: R. Lewis Doster, WGAU Athens; W. R. Ringson, WRDW Augusta; Carter C. Peterson, WCCP Savannah; James Bailey, WAGA Atlanta; Virgil Craig, WLET Toccoa; Wilton Cobb, WMAZ Macon; Marcus Barlett, WSB Atlanta, and Dwight J. Bruce, WTOC Savannah.

The next GAB meeting will be held in Macon in January.

Leich Recovering

CLARENCE LEICH, secretary-treasurer and general manager of Curtis Radiocasting Corp., owner of WGBF and WMLL(FM) Evansville, Ind., and WBOW-AM-FM East St. Louis, Ill., is recuperating from an emergency operation at the Johns Hopkins Hospital in Baltimore.

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Lazarsfeld

(Continued from page 15)

of time? This obviously cannot be done. But if a new campaign has to be devised, what have we really learned from the old study? We don't know what accounted for the previous success and we don't know what new elements to build into the new campaign.

On the other hand, we can study the different phases which go into the whole process of inference. What happens at the time the message is received? What happens during the period of deliberation? What clinches the final purchase? This is a much longer process and of course studies of actual buying are an indispensable part of the process. But for general strategy all phases have to be investigated.

The considerations are somewhat similar to those which led to the Lazarsfeld-Stanton Program Analyzer. It is generally accepted by now that we should study what goes on in people's minds while they listen to a program. This is obviously quite different from studying ratings, that is, the number of people who actually do listen to the program. It is fairly generally accepted in the radio industry that program analyzer work is of considerable practical use in program building, but it should not supersede but rather be complemented by the collection of program ratings.

* * *

THE full impact of an impact study lies in its details and in a careful weighing of all the elements which have been reported. Numerous quotations from interviews are needed to give the reader a true picture of this type of finding. A summary of a few hundred words cannot possibly give a picture of a hundred-page report of this kind. It is, therefore, fortunate that the American Newspaper Advertising Network is making the study available through the Bureau of Advertising, American Newspaper Publishers Assn., 370 Lexington Ave., New York.

This agency is distributing two documents. One is an extract authorized by the Bureau of Applied Social Research which summarizes the findings especially useful for arguments. The other is the full original report. Readers interested in the research aspect of the problem will, of course, have to get and study the original analysis. This analysis is intended as a contribution to research methods as well as to the ever baffling problem of the relation between research, argumentation and action.

Bartlett Injured

PAUL BARTLETT, manager of KFRE Fresno, Calif., is recovering following injuries sustained in a headon auto collision near Tulare Oct. 12. Mr. Bartlett suffered cuts and bruises and possible rib fractures.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin chose a new Mayor—Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in as gala a day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resultful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS
Chicago 7

Represented by John Blair & Company

Adv.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total $6,000 to $12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

250 w Mutual affiliate in growing southern town needs versatile experienced manager. Must be sober. Will sell ⅓ interest to right man. Give full information and references. Box 958c, BROADCASTING.

Experienced, competent manager for 1 kilowatt midwest daytime station. Real opportunity for man of proven record in programming, management and sales. Give complete record, references and tell all in first letter. Box 975c, BROADCASTING.

Salesmen

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

Regional north central network affiliate needs aggressive, experienced salesman with proven record. Good billing of on-air accounts plus excellent prospect list. Must be available for personal interview. Job open immediately. Box 936c, BROADCASTING.

Progressive and industrious sales manager and salesman. Excellent opportunity in Virginia area with large potential. 1000 watt daytime station. Send the facts to Box 993c, BROADCASTING.

Salesman-announcer or man and wife team experienced selling, writing, producing. Commissions with guarantee for coverage rural small town areas. WIBU-WWCF, Poynette, Wisc.

Announcers

Announcer, ability to handle disc shows for Slovac and/or Hungarian programs. Send background data, photo and disc if available. Box 861c, BROADCASTING.

Sportscaster, emphasis on basketball but must know other sports and do some newscasting. Box 964c, BROADCASTING.

Technical

Wanted—Engineer-announcer. 50 hour week, good living conditions. Send full particulars in first letter. Opportunity for right man. Box 948c, BROADCASTING.

Have immediate vacancy for combination chief engineer-announcer. Salary and conditions excellent. Station KHUB, Watsonville, Calif.

Production-Programming, others

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Experienced, young woman capable handling traffic, continuity, etc. Will find interesting job at this small, southwestern network affiliate. Box 951c, BROADCASTING.

Help Wanted (Cont'd)

Program director with complete background in announcing and production needed by progressive station in the east. Send complete background, martial status, age, salary requirements and references to Box 991c, BROADCASTING.

Program director with knowledge of sports and at least five years experience. Complete details to Box 992c, BROADCASTING.

Situations Wanted

Managerial

Manager, 13 years experience 250 w, 50 kw. As announcer, program director, salesman, manager, part owner, put station in black in competitive 12 station market. Can get along with people, sober, married, sound business judgement, interested in station planning or in television. Want personal interview only. Box 906c, BROADCASTING.

Mgr. for TV or AM. 16 years in metropolitan area. Peanut whistles to 50 kw, clear channel, to national ad agency to TV. Program director, idea man, married, three children. Want permanent position in community of 200,000 or less. Salary must be in keeping with the "dignity of labor." It's not the money, it's the principle of the thing. Two weeks notice. West of the Mississippi preferred. Address Box 963c, BROADCASTING.

Salesmen

Looking for future in TV or livewire AM station in the east. One year sales with 5 kw independent. Three years advertising and promotion. College graduate. Young, progressive, good sales record. Must make change. Wasting time and talents in present job. Box 945c, BROADCASTING.

University graduate, some experience, desires position in radio sales. Proven sales ability, drive, ambition and personality. Thrives on competition. East. Box 962c, BROADCASTING.

Experienced salesman with radio background desires position with progressive station. Good references. Box 967c, BROADCASTING.

Salesmen, experienced sales, sales promotion and merchandising. University degree — business administration. Young, aggressive and capable. Excellent references. Two years radio experience. Available sales staff or assistant to general manager. Box 978c, BROADCASTING.

N.Y.U. grad. Radio broadcasting major, vet. Seeking position in sales, promotion. Production or publicity. Will start at rock bottom and travel. Box 979c, BROADCASTING.

Announcers

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Eight years commercial, disc, news. Eighty-five guarantee after ninety days. TV experience. Married. Employed. Box 815c, BROADCASTING.

Two and a half years of this business makes or breaks an announcer and I'm not in debt yet. I've built two very saleable disc sessions at two eastern indies and I offer you a high rated, friendly jockey show plus experience in all kinds of staff announcing. In return I'd like minimized staff duties, prestige and a little "education," besides security and "just money." If I had more time between "fee" shows, I'd write to you personally. So if you're a progressive eastern station, let's hear from you. I'm a courteous fellow and I'll answer all your questions promptly. Box 846c, BROADCASTING.

A moment's hesitation will reward your meditation. Just scan this ad and you'll be glad to find a man that's not half bad. Two years announcing experience, pleasant voice. Can write good copy, single, 25. Box 859c, BROADCASTING.

Situations Wanted (Cont'd)

Disc jockey, AM or PM. Married. Experienced staff man. Operate controls. Box 860c, BROADCASTING.

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Staff announcer with first class ticket. Reliable, sober, excellent references. Box 908c, BROADCASTING.

5 years experience. All phases AM & FM operation. Agency and free lance background. Chief announcer two stations. Resume on request. Box 925c, BROADCASTING.

Basketball play-by-play free lance announcer available for and experienced in AM and TV. Regional network or individual station acceptable. Man with many years of experience in topflight basketball announcing would like connection for this season. Will travel anywhere. Box 927c, BROADCASTING.

Staff announcer, three years experience. Married, vet. College grad. Also two years play-by-play basketball, baseball and football. Would like to settle in good market. Box 938c, BROADCASTING.

Good disc, news, sports. College background. Some experience small Chicago station. Good references. Box 939c, BROADCASTING.

Announcer—University radio graduate. 15 months announcing with emphasis on news and sports. Sincere commercials. Newspaper experience. 23, married, available immediately. Box 940c, BROADCASTING.

Sportscaster experienced 4 years play-by-play all sports. Also diversified announcing. Good voice and personality. High Hooper, married, prefer northeast. Box 944c, BROADCASTING.

Play-by-play sports and news announcer. 7 years experience in double A baseball, high school and jr. college football and basketball, professional wrestling. Network staff experience. At present employed by 5000 watt station but desire to move for family health. Prefer west coast. Disc and photo on request. Box 949c, BROADCASTING.

Announcer, 26, single, also thoroughly experienced as program director. Want permanent position. Prefer midwest. Box 950c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience, 24, family man. Box 953c, BROADCASTING.

Two for the price of one (almost!) Yes, two mike men working as team seek progressive west-southwest station. Audience appeal with personality shows. Pop, western, classic. Competent commercial copy plus special events and programming. Four years experience, College. Box 957c, BROADCASTING.

Straight newsman. Presently employed in 5 kw operation. Ten years in radio news. Want affiliation with livewire newsroom in large western or midwestern city. Hoopers and disc available upon request. Journalism BA. Box 959c, BROADCASTING.

Versatile staff announcer. 3 years experience, presently employed. Single, sports desired. Experienced basketball play-by-play. $50 plus game talent. Box 961c, BROADCASTING.

Announcer-continuity writer. Experienced, ad-lib ability. Newsman, operate console. References. Box 966c, BROADCASTING.

Announcer. Graduate of oldest school of broadcasting in country, plus two years college taught by CBS instructors in all phases of broadcasting. Producer, emcee of amateur shows in Chicago night spots. Staff announcer on 5000 watt NBC affiliate. Photo, disc. Box 969c, BROADCASTING.

Experienced personality disc jockey and staff announcer. Complete details upon request. Box 970c, BROADCASTING.

Announcer, well experienced in indie, affiliate operation. Good voice, solid delivery on news, commercials, ad-lib interviews. Presently employed in small midwest affiliate. Single, 22, disc, photo, best references available. Box 972c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, excellent voice, ver... Columbia grad, drama major, 25, ... vet. Box 980c, BROADCASTING.

Combination man, independent st... experience. News, commercials, ... jockey, disc on request. Box ... BROADCASTING.

Combination announcer-engineer. ... dependent experience, also ex... technical experience on AM-FM... Graduate announcing school in ... City. Will travel, disc. Box ... BROADCASTING.

Announcer, experienced, two ... MBS affiliate. Sports, disc shows, ... ad-lib. Family man. Desires mid... location. Box 994c, BROADCAST...

Announcer, experienced disc jo... ad-lib, commercials, newscasts, ... voice, control board, conscientious ... travel. Box 995c, BROADCASTING.

Announcer, general, disc jockey ... perienced, control board, no ... ambitious, reliable, good voice, ... travel. Box 996c, BROADCASTING.

No chicken, but, if experience ... I'm your man. Nineteen years be... mike with AM, FM, TV experie... Produced and announced many ... network shows. Sober, no dri... Best references. Good selling ... Hard worker. Looking for mid... or coast metropolitan position. Pl... and transcription upon request. ... 997c, BROADCASTING.

Lewis Lloyd Richman—single, capa... versatile, effectible, compellable, ... netizable, appliable, believeable, ... prehensible, achievable and availa... 1395 State St., Bridgeport, Conn.

Announcer-newscaster, experienced ... phases, events and sports; have ter... mail pull disc jockey show. Go an... where. Earl Bingham, 5030 Hall Ro... Santa Rosa, Calif.

Thoroughly experienced all phas... operation from 50 kw to 250 w. Av... able one week notice. Disc and deta... from Rex Cromwell, 6918 Tokalon D... Dallas, Texas.

Announcer, young, married, capab... ambitious. Strong on news and co... mercials, pop or symphonic discs. W... travel, prefer south. Dell Funk, 7... S. Hoyne, Chicago 20, Ill.

Announcer: Age 30, single, 3 years e... perience all phases. Accent on new... Information on request. Bernie She... lock, Box 370, Connellsville, Pa.

Veteran graduate of leading broadca... school wants on-the-job trainin... Newscaster, disc jockey, commerci... man. Some copywriting. Disc, inform... tion at Box 2234, Kansas City, Mo.

Announcer—Top talent, experienced ... news, DJ, commercial, live show... Disc, photo on request. Dick Wem... 606½ N. Y. Ave., Creston, Ia.

Technical

Engineer, 1st phone. Graduate AM-FM-TV, leading technical school, exce... lent references, have car, will wor... anywhere. Box 742c, BROADCASTING.

Experienced engineer, studios, tran... mitters, any offers please? Box 88... BROADCASTING.

Engineer, 50 kw, NYC experienc... remotes all sports, studio shows, d... and tape recording. Seeking TV future... Available two weeks. Box 88... BROADCASTING.

Looking for location closer to Ne... York. Conscientious. Vet with fir... class phone license who knows h... radio, FM and TV. Presently employe... as engineer. Box 924c, BROADCAST... ING.

Chief, kilowatt, desires change to pr... gressive station in same capacity... Experienced AM-FM. Married. Be... 929c, BROADCASTING.

Engineer-announcer, 1½ years expe... ience including MBS, NYC. 1st phone... Staff announcing, disc jockey, baseball... Excellent references. Box 935... BROADCASTING.

Ambitious young man capable, will... ing, has pleasant personality. Hold... first phone license. Wants engineering... only. Box 954c, BROADCASTING.

Situations Wanted (Cont'd)

gineer, first class license with six onths experience in remotes, control om. recordings and transmitter. shes position in midwest but will nsider elsewhere. Married veteran, years of age. Box 965c. BROADSTING.

ntrol room operator, experienced. lary and location secondary to perspective and opportunity for advancement. Also handle remotes and recd. References. Box 968c. BROADSTING.

gineer, 1st class license experienced. gle, have car. Would like position home state, New York. Can be ailable in 2 weeks. Box 974c. OADCASTING.

chnician immediately available. 1st ass FCC license. 1 and ½ years experience transmitter operation and intenance (military) 2 and ½ ars schooling in radio, television and mmunications. Box 981c. BROADSTING.

t: N.Y.C. and New Jersey. Transitter operator, six months broadcast perience, with car, available immeately. Box 985c. BROADCASTING.

gineer-announcer wishes position. ployed at present. Married, will nsider any location. Box 988c. OADCASTING.

gineer—Licensed. Some experience nsmitter, studio console, remotes, intenance. RCA training. Travel. 989c. BROADCASTING.

diately available, five years en- er. First class, without car. Forty minimum. Apartment Four, 214 nour St., Syracuse 4, N. Y.

neer, first phone, inexperienced. 21, graduate of AM-FM-TV, comication leading technical schools. travel, prefer northeast. Salvatore ellilo, 834 E. 147 St., Bronx 55, N.Y.

er of first class license. Willing ravel. Young vet, married. Any De Sola, 205 Second Ave., New , N. Y.

rienced transmitter engineer, 1st se. 6 years in radio and electro hysics 1½ years in broadcast conction, operating Raytheon 5 kw 4 ana DA station, wants permanent ion with progressing station. Have go anywhere. Prefer southwest- northwestern, midwestern U.S. experienced in various UHF-FM pment installations, remotes. Can rvise construction. Climb all towHardworking, dependable, single, lean cut. Top references. Grad- of high school, two leading radio ols plus one electrical. Can write, not announce. Know professional nique of fiction writing. Pay sec- ry. All replies answered. Avail- at once—phone, wire Vernon nek, OL-2389, Houston, Texas, Willow Brook St.

t to do outstanding job for proive station. Qualified as chief. 1 years experience all phases. combination, know music, proming. Top references. W. Kretch- 140 Division, National City, Calif.

neer—Chief experience AM-FM. ble, efficient. Family man, will d. Best references. C. Morgan, Fourth Ave., Beaver Falls, Penna.

duction-Programming, others

able immediately for Washington, area—trained college graduate, enced in traffic and copy. Ext voice. Box 795B. BROADCAST-

g woman, nine years experience ral routine all departments. 250 ork station. Capable handling ence, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c. BROADCASTING.

Young lady fully experienced in traffic, continuity and air work. Box 926c, BROADCASTING.

Combination program director and traffic manager. Now announcing on large metropolitan station. 24, married. Box 961c. BROADCASTING.

Continuity writer, news editor, programming. Some announcing. 2 years experience. Young, honor grad. Missouri, hard worker. Will relocate. Box 962c. BROADCASTING.

Get my sleeves rolled up and am all ready to produce results for a radio or radio-TV station that's looking for an aggressive merchandising and promotion man. Over 10 years experience in newspaper and radio fields, but young enough to have an open mind. Write Box 967c. BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster. Fully experienced all phases. Vivid, accurate play-by-play College graduate. Available now for basketball-ice hockey season.. Box 952c. BROADCASTING.

Bachelor of Science Degree in radio broadcasting with one year experience. Single, age 26. Box 956c. BROADCASTING.

Young woman, 27, desires position as news editor with progressive, independent station in the east. Former news editor for a basic CBS outlet, also experienced in local news and historical research writing. University and dramatic school graduate. Pleasant voice, knowledge shorthand and typing. Box 960c. BROADCASTING.

Experienced script-commercial continuity writer. Resume and samples upon request. Box 971c. BROADCASTING.

Available to you—Experience, know-how and ability. Now employed. Fourteen years on two stations. Five years dramatic acting, directing, producing—nine years announcing and P.D. work. I do news and all types of programs except sports. I'm 34, married, one child. You'd find me steady, reliable, capable and willing. Desire awake, progressive station with $100.00 per week base and prefer southwest but will consider any good proposition. Interested? Write Box 976c. BROADCASTING.

College grad. 22. Can write, direct, do sound effects. Announce if necessary. Some radio experience. Good appearance, background. Extremely anxious to get started in either radio or television. Box 977c. BROADCASTING.

Program director. No armchair executive but a man who knows programming. 12 years solid experience as program director, top announcer, newscaster, news editor. Know all phases of station operation. Here is a man who has a good administrative record, yet is not proud. He can roll up his sleeves and go to work when special attention and push is needed. Stable, excellent references. Box 982c BROADCASTING.

Prize package—Expert secretary-assistant. Major agency experience traffic, production, time buying. College. $60. Box 986c, BROADCASTING.

News broadcaster currently doing major newscast on top network station planning change. Newspaper, radio background. Distinctive, authoritative presentation. Writer, public speaker. If interested, can be heard on air or transcription furnished. Box 990c. BROADCASTING.

News editor, edits and presents top newscasts, six years experience. Presently employed as news chief. Age 29, married. Write Bob Edell, 308 Meadows Ave., Bloomington, Ill.

Television

Production-Programming, others

University graduate, 28, 5 years radio production and writing. College dramatics and little theater. Desires TV connection. Work anywhere. Starting salary no object. Finest references. Box 973c. BROADCASTING.

Technical director for progressive station or agency. Currently employed in metropolitan TV operation. Experienced with camera, shading, switching, film and remote TV. Experienced with major league baseball, football, hockey, arena contests, etc. Box 987c. BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

For sale—One Robinson turntable chassis and cabinet. New, unused. $295. Subject to prior sale. Box 943c, BROADCASTING.

For sale, two Para-flux reproducer assemblies complete with arms, interchangeable vertical heads and equalizers. Brand new, unused, still in original cartons—$300. Box 955c, BROADCASTING.

For sale—10 kw three phase 220v. gasoline engine power plant, used. Excellent running condition. $450. F.O.B., Station KIRO, Seattle, Washington.

For Sale (Cont'd)

RCA 250k transmitter $1650, IDECO 399 ft. guyed tower complete with lighting equipment $3800. W. E. 54-A FM antenna $1500. RCA 76-B console $500. RCA modulation monitor $235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

For sale—250 foot extra-heavy IDECO self supporting tower with top hat. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale—One Raytheon limiting amplifier, model RL-10 complete with tubes. Good as new. Price $200. Contact WNVA, Norton, Va.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Two 6N Presto recorders with spiralling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 linesout-in screws. Perfect working condition. All for $750.00. F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit.

Wanted to Buy

Stations

Would buy Southern California station if priced right. What have you? Details in confidence. Box 998c. BROADCASTING.

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NBS BUILDING

House Group Okays Bill

LEGISLATION (S 433) by Sen. Edwin C. Johnson (D-Col.), authorizing the National Bureau of Standards to construct and build a new $4,475,000 radio laboratory, has been passed by Congress and sent to the President.

Laboratory is needed primarily for studios of the characteristics of radio-wave propagation and allied radio matters of interest to the military services. Site for the building has not been determined. Included in the figure is $360,000 for special equipment. The committee pointed out that demand on the Standards Bureau for critical radio studies has increased during and since the war, and that the studies were scattered through numerous buildings. Work in the new building would permit expanded study of the effect of atmospheric conditions on radio reception and transmission throughout the country.

KMNS San Luis Obispo, Calif., joins Southern Calif. Broadcasters' Assn. as 42d member. Station is owned by Pacific Broadcasting Co.

For Sale

Equipment

1-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call

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TRANSIT RADIO

D. C. PUC Hearing Oct. 27

OFFICIALS of Transit Radio and other enthusiasts of "music as you ride" FM were marshalling their forces last week in further preparation for hearings this Thursday, Oct. 27, before the Public Utilities Commission, District of Columbia.

Thomas Dowd, attorney at Pierson & Ball, Washington law firm, who represents WWDC WWDC-FM, TR franchise-holder in the Nation's Capital, revealed that Hulbert Taft Jr., chairman of the board of Transit Radio and managing director of WKRC and WCTS (FM) Cincinnati, will appear at the hearings to testify on behalf of the organization, which he founded. Mr. Taft will present the national picture of transit FM.

Meanwhile TR is completing its second public opinion poll on riders' reaction for presentation before PUC. Total of 2,000 listeners—as compared to 4,500 in the survey taken early this year—will be sampled on their preferences. The larger number originally polled was not deemed necessary because first survey results, which found over 90% favoring transit FM and up to 98% unopposed, were considered representative, Mr. Dowd said.

Also being undertaken, by Capital Transit, is a poll of bus and street car operators on the safety element of music-soothed rides. PUC has said the purpose of the hearing is to determine whether the system conforms to the public safety, convenience and comfort. The transit company will introduce the survey as evidence that public safety is not endangered.

Meanwhile the Accident Investigating section of the Washington Police Dept. last week authorized its force to seek out information in all accidents as to whether vehicles were equipped with radios. The probe will extend alike to bus operators with transit FM and automobile drivers with radios. That information will be presented also to PU Commission at the hearing.

Another factor in current controversy over music-soothed rides is a reported division of opinion held by new owners of Capital Transit—nine Florida businessmen. Three favor, three oppose and three others "have no opinion." E. Cleveland Giddings, vice president in charge of public relations for CTC, told a luncheon meeting the company expects to make a minimum of $6 per vehicle per month through the radio installations. Over 200 vehicles are now radio-equipped.

Reactions Expected

Transit Radio officials, girding for the test case before PUC, feel the hearing will draw citizens mostly unfavorable to the system, and those who like it are apt to stay away in great numbers.

One of the interesting communications filed with the commission is one by Paul Segal, Washington attorney, who told PUC it should hold hearings to the accompaniment of the music to assure the proper test. Hearing will be held at 10 a.m. in room 500 of the old District Bldg. in Washington.

EXPLAINING how the football experts select winners, Don Wattrick (seated center), WXYZ Detroit sportscaster, points out his weekly "picks" for his board of directors. L to r are Tom Adams, Campbell-Ewald Adv.; Mr. Wattrick; James G. Riddle, WXYZ manager; and Howard Stock, Chevrolet Detroit Dealers head. Dealers have signed Mr. Wattrick for a five-day week, 15-minute sports review.

WEOK OPENS

With 112 Local Accounts

WEOK Poughkeepsie, N. Y., began operations Sunday, Oct. 16, with favorable listener response and books "in the black," H. W. Cassill, general manager reported last week. Before the station went on the air, 112 local advertisers signed contracts and six were added during the first day, he said.

Listeners in the 40-mile-radius area responded to the first day's broadcasting with 1,864 calls, letters, telegrams and floral bouquets in a 24-hour period, Mr. Cassill said.

Reports of reception came from as far as New York City, above Albany and throughout the Mid-Hudson valley region. WEOK is operated by Mid-Hudson Broadcasters Inc. with 1 kw on 1390 kc. New RCA equipment used was praised by Mr. Cassill.

Mr. Cassill said "it may not be a record but we were on the air three weeks and five days after our construction permit became final." He also pointed out that before going on the air, the station had several department stores sold and signed—"one of them for a half-hour daily, including Sundays."

RWG Deadlock

DEADLOCK was reached last week between ABC, CBS and NBC and Radio Writers Guild in negotiations for staff news and continuity writers. Next step is expected to be intervention of U. S. Mediation and Conciliation Service. Deadlock developed when networks offered RWG the old contract and RWG turned down that proposal. Mediator expected to be assigned is J. R. Mandelbaum who has served in numerous radio matters.

GENERAL BRADLE

Will Address NARND M

GEN. OMAR N. BRADLEY, s permanent chairman of the U Joint Chiefs of Staff, will be an the outstanding speakers sc uled to address the National A of Radio News Directors at 1949 convention in New York h month. He will speak at a ban during the three-day sessi which begin Nov. 11, at the C modore Hotel.

Gen. Bradley will address ra newsmen, and then will answ questions in a news confere which may be recorded and broadcast by at least one netwo according to Jack Shelley, WH Des Moines, convention progra chairman.

NARND's sessions will be d voted partly to the effect of tel vision on jobs of radio newsme with a morning session to be de voted to a TV panel. All TV ne works and newsreel firms will b represented, and tours of New Yor stations are being planned. Tw other panels will deal with "profi ability" of maintaining a profes sional news department, an Standard Operating Procedure fo news coverage.

Extra-curricular activities pre ceding the formal sessions will in clude tours, receptions and othe events. The banquet will be held Saturday, Nov. 12. Registration begins Nov. 11 and sessions wi run through 12:30 p.m. Sunday Partial list of speakers who wi participate in sessions:

Edward R. Murrow, CBS commentator (who also will address the banquet NAB President Justin Miller (federa regulations of radio); Elmer Davis ABC news analyst, and Charles Hu Wolfe, radio-TV copy chief of McCann-Erickson (TV's effect on AM news coverage); Erwin Canham, Christian *Science Monitor* editor; James Howe WCTC New Brunswick, N. J.; Bill Krueger, KDAL Duluth, Minn.; Orrin Melton, KSOO Sioux Falls, S. D.; Ker Peterson, KVFD Fort Dodge, Iowa Bill Warrick, WJOB Hammond, Ind Morgan Beatty, NBC commentator

Gardella Suit Settled

THE GARDELLA suit against organized baseball was settled Oct. thereby obviating for the time being a ruling as to whether broadcasts and telecasts of games for fees have brought the game into interstate commerce. On the theory that airings of the games do bring baseball into interstate commerce and therefore subject to jurisdiction of federal anti-trust laws, Danny Gardella, former Giant player, started his $300,000 damage suit, when he was banned from baseball because he had played in the Mexican League.

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FCC Actions

(Continued from page 64)

Decisions Cont.:

New Orleans Bestg. Co. Inc., New Orleans—Granted petition requesting dismissal of application without prejudice to right of reinstatement.

Concord Bestg. Corp., Niagara Falls, N. Y.—Granted petition to dismiss without prejudice its application.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re WILK Wilkes-Barre, Pa.; time extended to Oct. 19.

FCC General Counsel—Granted petition for extension of time to file exceptions to initial decision re Metropolitan Bestg. Co. et al; time extended to Oct. 19.

The Administrator of Civil Aeronautics, The Air Transport Assn. of America, The National Assn. of Broadcasters and The Television Broadcasters Assn.—Granted petitions for leave to intervene in proceedings on applications of WOR New York.

By Examiner Resnick

WTMV Belleville, Ill.—Denied petition for continuance of further hearing on application and that of Belleville News-Democrat, Belleville, Ill.; granted petition for leave to take depositions.

By Examiner Hutchinson

WGLN Glens Falls, N. Y.—Granted petition for continuance of hearing on application and that of WEIM Fitchburg, Mass.; hearing continued to Nov.

By Examiner Blume

Radio St. Clair Inc., Marine City, Mich.—Granted petition for continuance of hearing on application; hearing continued to Dec. 12.

By Examiner Johnson

WAPA San Juan, P. R., and WPTF Raleigh, N. C.—Granted motion for continuance of hearing; hearing continued to Dec. 22.

By Examiner Litvin

KWIK - AM - FM Burbank, Calif.—Granted petition for continuance of hearing; hearing continued to Nov. 16 Burbank, Calif.

Lakewood Bestg. Co., Dallas, Tex.—Granted petition for leave to amend application to show change in partnership etc., accepted amendment.

KID Idaho Falls, Ida., KHQ Spokane, Wash.—Granted petitions requesting certain specified corrections be made to transcript in proceeding on application of KID.

October 18 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Glenwood Springs Bestg. Co., Glenwood Springs, Col.—CP new AM station 1340 kc 250 w specified hours AMENDED to request 1240 kc 250 w

Modification of CP

WDEL-FM Wilmington, Del.—Mod. new FM station for extension of completion date.

TENDERED FOR FILING

AM—1600 kc

KIBA Yuba City, Calif.—CP increase power from 500 w unl. DA to 1 kw-D 500 w-N unl. DA-N.

APPLICATION RETURNED

KOSE Osceola, Ark.—RETURNED Oct. 12 application for license to cover CP new AM station. Incomplete.

FCC CORRECTION

WLEE-FM Richmond, Va.—Report of actions Oct. 7 should read: Mod. CP to change ERP and ant. height cancelled 10-5-49 pursuant to dismissal of application for mod. of AM station WLEE.

October 19 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

WMIN St. Paul—CP change from 1400 kc 250 w unl. to 1390 kc 1 kw D.

AM—980 kc

WFHG Bristol, Va.—CP change from 860 kc 1 kw D to 980 kc 1 kw unl. DA-N AMENDED to change name of applicant from W. C. Nininger, Morris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bestg. Co. to Bristol Bestg. Co. Inc.

CP to Replace CP

WJWL Georgetown, Del.—CP to replace expired CP new AM station 900 kc 1 kw D DA.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power etc. for extension of completion date.

KAST Astoria, Ore.—Same.

Modification of License

KSRO Santa Rosa, Calif.—Mod. license change studio from Press Democrat Bldg. to Fresno Ave. and Finley St.

WCAR Pontiac, Mich.—Mod. license change studio location.

CP to Replace CP

KOPP-FM Ogden, Utah—CP to replace expired CP new FM station (previously reinstated).

Modification of CP

WMAZ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

WKNA-FM Charleston, W. Va.—Same.

KMBC-FM Kansas City—Mod. CP for changes in FM station to change ERP to 54.4 kw.

TENDERED FOR FILING

AM—1550 kc

KPRS Olathe, Kan.—CP change from 1590 kc 500 w to 1550 kc 1 kw.

AM—920 kc

WMIK Middlesboro, Ky.—CP change from 1490 kc 250 w to 920 kc 5 kw-D 500 w-N DA-N, unl.

AM—1580 kc

KWED Seguin, Tex.—CP change from 250 w to 1 kw.

AM—620 kc

WWNR Beckley, W. Va.—CP change from 1450 kc 250 w to 620 kc 1 kw DA-N, unl.

ACCEPTED FOR FILING

AM—1480 kc

Lakewood Bestg. Co., Dallas, Tex.—CP new AM station 1480 kc 1 kw unl. DA AMENDED to change name of applicant from Eldridge C. Harrell, Delbert Davison, Joseph Floyd Parks Jr., Largent Parks, Ernest Henry Parks, Frances Parks Rain and Elaine Parks Holcomb d/b as Lakewood Bestg. Co. to Eldridge C. Harrell and Delbert Davison d/b as Lakewood Bestg. Co.

Modification of CP

WJCD Seymour, Ind.—Mod. CP new AM station for extension of completion date.

KIVY Crockett, Tex.—Same.

WTHI-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

KREL-FM Goose Creek, Tex.—Same.

WOI-TV Ames, Iowa—Mod. CP new TV station to extend completion date to 2-15-50.

WJBK-TV Detroit—Same to 5-20-50.

APPLICATIONS RETURNED

WERD Atlanta, Ga.—RETURNED application for license renewal.

WIPR Santurce, P. R.—Same.

October 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KOSE Osceola, Ark.—License to cover CP new AM station.

WEOK Poughkeepsie, N. Y.—Same.

WCLO-FM Janesville, Wis.—License to cover CP new FM station.

WGNB(FM) Chicago—License to cover CP changes in FM station.

WBAL-TV Baltimore—License to cover CP new commercial TV station; specify studio and trans. sites.

Modification of CP

Following FM stations filed for extension of completion dates: WJBK-FM Detroit; WLPM-FM Suffolk, Va.; WHIS-FM Bluefield, W. Va.; WWVA-FM Wheeling, W. Va.

APPLICATION DISMISSED

AM—570 kc

WMAM Marinette, Wis.—DISMISSED application for CP increase power from 100 w-N 250 w-D to 1 kw unl. DA-N.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 20

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,053	2,015	195		353	258
FM Stations	742	468	344	*10	51	30
TV Stations	87	21	92		352	182

* 5 on air

CALL ASSIGNMENTS: KALE Richland, Wash., (Yakima Broadcasting Corp., 900 kc, 1 kw daytime); WCDL Carbondale, Pa. (Carbondale Broadcasting Co., 1230 kc, 250 w unlimited); WCUE Akron, Ohio (Akron Broadcasting Corp., 1150 kc, 1 kw daytime); WGAY Logan, W. Va. (Logan Broadcasting Corp., 1290 kc, 5 kw daytime, 1 kw night); WIAM Williamston, N. C. 900 kc, 1 kw unlimited); WJON St. Cloud, Minn. (Granite City Broadcasting Co., 1240 kc, 250 w unlimited); WRAH Radford, Va. (Rollins Broadcasting Inc., 1340 kc, 250 unlimited); WSTA Charlotte Amalie, Virgin Islands (1340 kc, 250 w unlimited).

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Docket Actions . . .

INITIAL DECISIONS

Racine, Wis.—Belle City Bestg. Co. Initial decision by Hearing Examiner Leo Resnick to grant application for new station 1460 kc 500 w daytime. Story this issue. Decision Oct. 14.

OPINIONS AND ORDERS

KCRO Englewood, Col.—Ordered revocation of permit for new station because of apparent misrepresentations of R. L. Cuningham, one of partners regarding his financial position. Story this issue. Order Oct. 14.

WTMV East St. Louis, Ill.—In memorandum opinion and order granted petition insofar as it requests opportunity to introduce evidence with respect to present availability of transmitter site proposed for new facilities requested; in all other respects petition is denied, including request for consolidated oral argument. Further ordered that memorandum opinion and order of Oct. 3, scheduling further hearing in competitive proceeding involving WTMV and Belleville (Ill.) News-Democrat is amended by inclusion therein of following additional issue: "(6) To receive further evidence

(Continued on page 72)

FCC Roundup

(Continued from page 71)

with respect to the availability to the applicant of the transmitter site proposed in the application of On the Air Inc. (WTMV)." Order Oct. 17.

WALE Fall River, Mass. — Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bcstg. Co. seeking WALE facilities and that of Narragansett Bcstg. Co. for transfer of WALE to Bristol Bcstg. Co. pending action on renewal. Story this issue. Order Oct. 17.

WECW and Mayaguez Radio Corp., Mayaguez, P. R.—In memorandum opinion and order, denied joint petition to sever, remove from hearing docket and dismiss application of Electronics Corp. of Puerto Rico to change operating assignment of WECW from 1490 kc 250 w unl. to 1300 kc 1 kw unl., and also requesting that WECW application, together with entire record thereof, be incorporated by reference into record of application of Mayaguez Radio Corp. for new station 1300 kc 1 kw unl. Order Oct. 17.

Non-Docket Actions . . .

AM GRANTS

Somerset, Pa.—Somerset Bcstg. Co., granted 990 kc, 250 w, daytime; estimated cost $19,573. Co-owners: Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney, all flight radio officers with American Overseas Airlines. Granted Oct. 17.

Snyder, Tex.—Scurry County Bcstrs., granted 1220 kc, 250 w, daytime; estimated cost $10,500. Co-partnership: W. J. Harpole, owner KVOP Plainview, Tex., and 50% owner KVOU Uvalde, Tex., and Kermit S. Ashby, 24% owner KPET Lamesa, Tex. Granted Oct. 17.

Bozeman, Mont.—Penn Engineering Co. Inc., granted 1230 kc, 250 w, unlimited; estimated cost $11,970. Ownership: G. Norman Penwell, engineer at KPRK Livingston, Mont., president and 50 sh.; Kenneth G. Penwell, U. S. Army (Communications), Maxwell Field, Ala., vice president 50 sh.; Lura B. Penwell, Montana State College home demonstration agent, 50 sh.; William K. Strickfaden, insurance, 20 sh.; Gerald E. Tyo, KPRK engineer, secretary-treasurer 10 sh. Granted Oct. 17.

Oelwein, Iowa—The Northeast Iowa Radio Corp., granted 950 kc, 500 w, daytime, directional; estimated cost $40,987. Principals include: Harry D. Flower, partner Oelwein Livestock Exchange and in insurance business, president; Arthur G. Schneider, owner The Home Cafe, vice president; Regis A. Harrington, part owner Iowa Portable Mill Co., secretary; Thomas Smith, real estate and insurance, treasurer; Earl W. Moore, Buick-Pontiac dealer, director; Lawrence A. Liebe, Ford dealer, director; Richard E. Swan, owner Swan's Furniture Store, director. Each officer holds 7.15% interest, each director and seven others 7.14% interests. Granted Oct. 17.

Greenwood, Miss.—Greenwood Bcstg. Co., granted 960 kc, 1 kw, daytime; estimated cost $18,000. Co-partnership: John C. Love, attorney at Kosciusko, Miss., and Cy N. Bahakel, owner WKOZ Kosciusko. Granted Oct. 17.

Boone, Iowa—Boone Bcstg. Co., granted 1590 kc, 1 kw, daytime; estimated cost $26,512. Principals: Harold L. Fisher, in shoe business, president and 8.25%; Robert E. Munn, owner Riekenberg's Dept. Store, vice president 8.25%; Bert W. Miller, drug store owner, director 8.5%; Harold A. Garvey, general manager Boone News-Republican, secretary-treasurer 31.25%; Mrs. Harold A. Garvey, editor-publisher Boone News-Republican, 31.25%; Ralph H. Capps, advertising, Boone News-Republican, 10%; Dan Garretson, electrical contractor, director 2.5%. Granted Oct. 17.

Dade City, Fla.—Seminole Bcstg. Co., 1310 kc, 1 kw, daytime; estimated cost $35,000. Principals: Tom Watson Jr., president 25%; Dr. R. G. Nelson, treasurer 46.66%; Dr. S. C. Harvard, vice president 25%; Katheryn N. Watson, secretary 1.66%; Mary M. Foy, 1.66%. Granted Oct. 17.

WCNC Elizabeth City, N. C.—Granted CP to change from 1400 kc to 1240 kc, operating unlimited time with 250 w. Granted Oct. 17.

KSMA Santa Maria, Calif.—Granted CP to change from 1450 kc to 1240 kc. Granted Oct. 17.

KFBC Cheyenne, Wyo.—Granted CP to change from 1240 kc 250 w unl. to 710 kc, 10 kw day, 1 kw night, directional fulltime. Granted Oct. 17.

WIMS Michigan City, Ind.—Granted CP change from 500 w day to 1 kw day, 500 w night, directional night, operating fulltime on 1420 kc. Granted Oct. 17.

KAYX Waterloo, Iowa—Granted CP change from 1090 kc 1 kw day to 1280 kc 1 kw fulltime, directional. Granted Oct. 17.

WNAM Neenah, Wis.—Granted CP change hours from daytime to fulltime and install directional night, operating 1 kw on 1280 kc. Granted Oct. 17.

WKYB Paducah, Ky.—Granted change from 800 kc to 570 kc, operating daytime with 1 kw, directional. Granted Oct. 17.

WJMS Ironwood, Mich. — Granted modification of license to change from directional day and night to directional night. Granted Oct. 17.

FM GRANT

Louisville, Ky. — Southern Baptist Theological Seminary, granted CP new non-commercial, educational FM station, Channel 212 (90.3 mc), power 10 w; estimated cost $12,190. Granted Oct. 14.

TRANSFER GRANTS

KSMN Mason City, Iowa—Granted transfer of control of Mohawk Bcstg. Co., licensee, from Robert M. Carson to his uncle, A. O. Carson, and aunt, Lillian Carson. No money involved. KSMN assigned 1 kw day on 1010 kc. Granted Oct. 14.

KPLT Paris, Tex.—Granted transfer of control of North Texas Bcstg. Co., licensee, from A. G. Mayse and six others for $278,000 to North Star Bcstg. Co. Principals of North Star: Boyd Kelley, manager KTRN Wichita Falls, Tex., president 45%; Julian L. Hill, manager KTSW Emporia, Kan., vice president 10% and Louis O. Seibert, part owner KELP El Paso and secretary KGKL San Angelo, secretary-treasurer 45%. KPLT assigned 250 w fulltime on 1490 kc. Granted Oct. 14.

WNOR Norfolk, Va.—Granted transfer of control of Norfolk Bcstg. Corp., licensee, from Frank E. Butler, Olin Garrett and Nicholas C. Wright, owning total of 60%, for $18,625 to Louis H. Peterson, already 40% owner. Mr. Peterson also has interests in WSSV Petersburg, Va., and WINZ Hollywood, Fla. WNOR assigned 250 w fulltime on 1230 kc. Granted Oct. 14.

KFRE (AM) and KRFM (FM) Fresno, Calif.—Granted voluntary acquisition of control of California Inland Bcstg. Co., licensee, by J. E. Rodman, original licensee of KFRE and now 45% owner of California Inland. Mr. Rodman buys 11% interest held by Mary Elizabeth Whitmore and Richard M. Hyde, executors of estate of Charles A. Whitmore, and Morely M. Maddox for $60,000. KFRE assigned 50 kw fulltime on 940 kc, directional. Granted Oct. 14.

KPOA Honolulu — Granted assignment of license to new partnership composed of two of three former partners. Henry C. Putnam sells 10% interest for $5,000. John D. Keating and J. Elroy McCaw become equal owners. KPOA assigned 5 kw on 630 kc. Granted Oct. 14.

KIVY Crockett, Tex.—Granted assignment of permit from Houston County Bcstg. Co. to Hamilton H. Callen and James H. Gibbs d/b as Pioneer Bcstg. Co. for $500. Equal partners, Mr. Callen chief engineer of KWED Seguin, Tex., and Mr. Gibbs is KWED announcer. KIVY assigned 500 w daytime on 1570 kc. Granted Oct. 17.

New Applications . . .

One FM and two AM authorizations deleted by FCC last week. AM dropouts since first of year total 36; FM 161; TV 10. Deletions, effective dates, and reasons follow:

KOTS Deming, N. M.—Ray Birch and Robert A. Campbell, general partners, and Frank E. Cooke, limited partner, d/b as Deming Broadcasters, CP Oct. 11. Permit for 250 w, 1230 kc expired Sept. 14 and no extension request filed.

KGFM Great Falls, Mont.—Mosby's Inc. CP Oct. 19. Permit for 5 kw, 1150 kc, directional night, expired Sept. 1 and no extension request filed.

KPST-FM Preston, Idaho—Voice of the Rockies Inc., CP Sept. 6. Failure to prosecute.

WALE Fall River, Mass. — Ordered WALE to file application for license renewal in 30 days; placed in pending file applications of Bay State Bcstg. Co. seeking WALE facilities and that of Narragansett Bcstg. Co. for transfer of WALE to Bristol Bcstg. Co. pending action on renewal. Story this issue. Order Oct. 17.

TV APPLICATIONS

Lubbock, Tex.—Lubbock Television Co., Channel 6 (82-88 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 376 ft. Estimated cost $112,000. Partnership: Dr. Glenn Terry, 33⅓%; Dr. Watt W. Winn, 25%; Dr. Warren E. Massey, 25%, all of Dallas, and Dave C. Edwards, owner Hillcrest Mausoleum, Dallas, 16⅔%. Filed Oct. 14.

Amarillo, Tex.—Amarillo Television Co., Channel 5 (76-82 mc), ERP vis. 1.95 kw, aur. 0.97 kw, antenna height 442 ft. Same ownership as Lubbock Television. Filed Oct. 14.

MEAD TO FTC

FPC's Wallgren Also Okay

IN RAPID-FIRE order the Sen... last week approved President T... man's nominations of James M... to Federal Trade Commission ... Mon C. Wallgren to Federal Po... Commission before Congress ... journed for the year.

Mr. Mead, a former Democra... U. S. Senator until he resigned ... 1946 to run for the New Y... governorship, succeeds Garl... Ferguson, who retires Nov. 15 ... return to private practice a... serving with FTC for 22 yea...

Mr. Wallgren, stockholder ... KIRO Seattle and former Dem... cratic governor of Washing... was nominated earlier this ye... as chairman of the National S... curity Resources Board. His na... was withdrawn by the Presid... when the nominee was rejected ... committee by 7-6 vote. NSR... chairmanship still is vacant, b... ing handled temporarily by Jo... R. Steelman, assistant to the Pres... dent.

RADIO NOT DYING

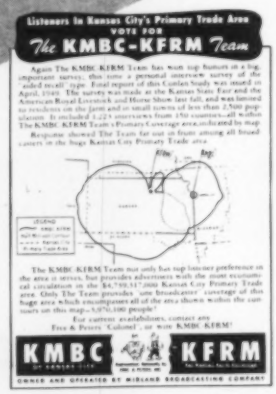
Kintner Tells Gro...

RADIO is not dying, despite th... experts' prophecies, Robert E... Kintner, executive vice presid... of ABC, told a luncheon meeting ... the Advertising Women of Ne... York, last Tuesday at the Ast... Hotel in New York.

Before dooming radio, Mr. Kin... ner pointed out, one should g... thought to the fact that during th... past year as many radio sets we... sold as television sets. He as... said that all new media of adve... tising bring increased appropri... tions into advertising.

He cited as a proof that "radi... is not dead," the fact that in th... past 90 days ABC has acquired th... following advertisers: Philip Mo... ris, Pillsbury Flour, Heinz C... Gruener-Rittner, Revere Came... Co., and Waltham Watch Co. M... Kintner said too, that he was sur... that the other networks were mak... ing similar records.

Spot time buying made easier



"Suppose I go into a new market," says one well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market . . . their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The KMBC-KFRM *Service-Ad** shown here is an example of how *many* stations are making that Time Buyer's job easier. They put useful additional facts before him when he's using SRDS to select stations—facts about coverage, audience, programs, station service, for example.

NOTE TO BROADCASTERS: Study the **Spot Radio Promotion Handbook** for detailed help in making it easier for Buyers of Time to buy what you have to sell.

***Service-Ads** are station ads that supplement listings in SRDS with useful information that helps buyers buy.

The SRDS Television Section is now published monthly in a separate volume.

Consumer Markets

A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Respects

(Continued from page 46)

The advent of the sound motion picture and the FCC prohibition of network artist bureaus were decisive in directing the Gunzendorfer broadcast career, first into the medium and then into radio management.

With the start of "The Jazz Singer," the first sound motion picture, Mr. Gunzendorfer began to see the pit bands doomed to ultimate attrition. Hedging at first, he tried to make a go out of music by playing at resorts. But soon this seemed only a delay of the inevitable so he turned to radio, joining KFRC San Francisco in 1930.

With his background as a performer, it was natural for Mr. Gunzendorfer soon to be working in the artist bureau of Don Lee. At that time in San Francisco, he was associated with such radio names of today as Pat Weaver, Arnold McGuire, Bea Benaderet, Walter Bunker, Tobe Reed, John Nesbitt, Al Pearce and the late Tom Breneman.

In 1936, he shifted to Los Angeles which was then beginning to grow into a center of radio talent. He remained there for almost three years. His aspiration toward station management was fulfilled in August 1938 when he took over KSRO Santa Rosa, Calif. During his six years with the station it grew from 100 w to 250 w and fully to a 1 kw day and night regional station.

He returned to San Francisco in August 1944 when he was named manager of KSFO, remaining there for a year.

Since the summer of 1945, he has served KROW Oakland as general manager.

As manager of KROW Mr. Gunzendorfer has maintained the station's policy of serving the East Bay market of Oakland primarily. This, he believes, keeps faith with the intention of the original grant, rather than trying to be all things to all people in the larger San Francisco area.

This service to the Oakland area is an ever expanding service. Under Mr. Gunzendorfer's guidance, KROW is planning and hoping for the day it can bring television to its listeners. The station is one of six applicants for the remaining TV channels in the area, result of which must await the end of the FCC video freeze.

During his entire management career, Mr. Gunzendorfer points out that he has always been associated with the non-network field —one to which he has brought a very practical understanding of musical tastes of the average listener. This always has been a tremendous help, he avers, since the backbone of independent station operation is music.

Besides being a very competent "doer" of radio, Mr. Gunzendorfer likewise is a student of the business. In his home you may find a copy of virtually every book published on the subject of radio history, operations and people. Also believing that the practitioner has much to learn from the uninitiated, he has been teaching radio advertising and selling at the U. of California for the past five years. He says inquiring students make the teacher learn more. These activities are as close as Mr. Gunzendorfer comes to a hobby.

Mr. Gunzendorfer is not one who needs a lot of time to make up his mind. He met Natalie Traube, Dec. 23, 1939, saw her five times and they were married in Reno on Jan. 14, 1940. They have no children.

Most active professionally and in the community, Mr. Gunzendorfer's affiliations include the Radio Executives Club, Oakland and San Francisco Ad Clubs, San Francisco Press Club, the Pioneer Club, Athens Club. He also is active in the Oakland Community Chest, the Mayor's Safety Committee, Red Cross and has served actively as an officer of the Northern California Broadcasters Assn. and is a member of the NAB Educational Standards Committee.

Open Mike

(Continued from page 12)

any remote jobs.

I am interested in knowing if any other TV station produces more shows locally than we do.

Helen Powers,
Administrative Dir.
WAAM (TV) Baltimore

• • •

A WJPS First?

EDITOR, BROADCASTING:

Recently on a human interest show of mine, *A Penny For Your Thoughts*, I was able to get a local "ham" operator to assist me with his mobile set to make contact with the Canal Zone. I spoke to the Canal Zone operator over this mobile "ham" set, and believe it was a "first" for this type of human interest show. I'm wondering if any other station used this approach and when. Of course we got FCC permission for rebroadcast.

Vernon Paule,
Dir. of Special Events
WJPS Evansville, Ind.

KECA APPEAL

Remanded to FCC

ACTING upon an appeal by ABC in behalf of KECA Los Angeles, the U.S. Court of Appeals for the District of Columbia last week remanded to FCC for further proceeding the Commission's August 1947 non-hearing grant of increased night power to KTHT Houston, Tex.

Headed by Roy Hofheinz, KTHT was authorzied to boost night power from 1 kw to 5 kw on 790 kc, directional night, same frequency assigned KECA. KTHT's day power also is 5 kw. KECA operates with 5 kw fulltime, directional night.

Upcoming

NAB DISTRICT MEETINGS

Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

• • •

Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker New York.
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.
Oct. 29-Nov. 5: Canadian National Radio Week.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 4: AFA 5th District, Indianapolis, Ind.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 5-6: AWB Dist. 2, Hotel Astor, New York.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

IAAB MEETING

Santiago in 1950

GENERAL Assembly of the Inter-American Assn. of Broadcasters will be held in early February in Santiago, Chile, the association's board of directors decided last week.

Meeting in New York, the board heard a report from Balerio Sicco, of Uruguay, of a tour he made of 14 South and Central American nations to solicit broadcaster support of the association. Sr. Sicco reported that national broadcaster associations had been formed in Peru, Panama, Costa Rica, El Salvador and Nicaragua.

Sr. Sicco reported progress in IAAB's campaign for uniform legislation governing radio in Latin America. He said prospects that Ecuador's government would soon pass the association's 15-point "model law" were promising.

Goar Mestre, owner of CMQ Havana and president of IAAB, was directed to plan a monthly publication to be printed in Spanish and distributed to Latin American broadcasters as a means of keeping them informed of radio developments. Sr. Mestre said the publication would probably be published in New York where an IAAB office will be opened.

Milsten Honored

DAVID R. MILSTEN, Tulsa attorney and SESAC western counsel, received the 33d Scottish Rite degree in Washington Friday. It is the highest degree in Freemasonry.

NBC REDUCES

Program Dept. Staff

A SHARP STAFF reduction in the radio program department at NBC headquarters last week eliminated six production staffers including the national production manager and obliged five others to accept reassignment to lesser jobs.

The move was explained as resulting from a decrease in the number of sustaining shows produced by the network.

In the cut-back Robert K. Adams, national production manager, resigned, as did directors Paul Harris and Paul Roberts.

Three associate directors, Betty Scott, Walter McGraw and Arthur Austin, were released.

Five directors were reclassified as associate directors. They were Paul Dumont, Joseph Daly, James Haupt, James Harvey and Jack Kuney.

WGST APPEAL

Taken by SCOTUS

U. S. SUPREME COURT last week agreed to review a finding by the Georgia Court of Appeals that WGST Atlanta must honor a contract FCC refused to approve. SCOTUS placed the case on the docket for summary argument in early December.

The highest court agreed to consider the case upon an appeal by WGST [BROADCASTING, June 13]. The station had contended the very power of the FCC "to control effectively the issuance and renewal of licenses for radio broadcasting in the public interest" is in jeopardy.

The contract covered purchase by the state-owned U. of Georgia station of Southern Broadcasting Stations Inc., which had been operating WGST under a management pact. FCC refused to renew the station's license until the university took full licensee responsibility.

Southern Broadcasting, then owned by a group including Sam Pickard, former Federal Radio Commissioner, was bought by the university in 1943 in an effort to win FCC approval for license renewal. Under the contract the university had agreed to pay the Pickard group 15% of WGST's gross revenue until 1950. Suit for breach of contract was filed in 1947.

WOKZ-AM-FM SALE

To WEAW(FM) For $75,000

NORTH SHORE Broadcasting Co. Inc., owner of WEAW (FM) Evanston, Ill., has purchased WOKZ and WOKZ-FM Alton, Ill., for $75,000 subject to FCC approval. WOKZ, formerly owned by R. C. Goshorn and R. L. Rose, is a 1 kw operation. Edward A. Wheeler is president of the North Shore company, and L. V. Dayton is vice president.

Mr. Wheeler said that if FCC approves the transaction, Robert Moran, commercial manager of WEAW(FM), will become station manager of WOKZ.

At Deadline...

KELD GRANTED 690 KC; OTHER FCC ACTIONS

IN FOUR separate decisions FCC Friday finalized earlier proposals to:

1. Grant application of KELD El Dorado, Ark., to move from 1400 kc with 250 w to 690 kc with 1 kw, and of KGGF Coffeyville, Kans., to boost power on 690 kc from 1 kw day and 500 w night to 10 kw day and 5 kw night, while denying request of KGKB Tyler, Tex., to move from 1490 to 690 kc [BROADCASTING, July 11].

2. Approve acquisition of 80.8% of WCMW-AM-FM Canton, Ohio, by General Manager S. L. Huffman and Attorney K. B. Cope for $26,880 [BROADCASTING, Sept. 19].

3. Grant Radio Modesto Inc.'s application for new 1-kw station on 1360 kc at Modesto, Calif. [BROADCASTING, Sept. 26].

4. Grant license renewal application of WPAB Ponce, P.R., which had been through hearing on so-called "Blue Book" issues relating to program and commercial practices [BROADCASTING, June 13].

In WPAB case, Commission revised Comr. Paul A. Walker's initial decision to clarify interpretation of Rule 1.342 on reporting of contracts for time sales to brokers. FCC said:

. . . Sec. 1.342 requires that licensees file all agreements relating to the sale of time to brokers for resale. Such sales differ from agreements relating to the sale of bulk time. Bulk time sales refer to those segments of the broadcast day which are sold by the licensee but are not sold for the purpose of resale. Where agreements are entered into for the sale of time (but not for resales), such agreements are required to be filed only where sales of time to individual persons amount to two or more hours per day.

As in Comr. Walker's initial decision, FCC held WPAB is improving programming and commercial practices, and has pledged further improvement. Decision found no proof of wilful violation of rule on filing of contracts, and said station intends to discontinue time sales to entertainers or brokers for resale.

Radio Modesto, grantee for Modesto, is owned by John H. Schacht (50%), general manager of KSMO San Mateo, who will hold similar post with new station; Richard J. Giddings and William W. Giddings Jr. (16⅔% each), real estate and insurance men, and Attorney John E. Griffin (16⅔%).

In WCMW-AM-FM sale, Messrs. Huffman and Cope are acquiring 80.8% interest currently held by President M. R. Schneider (20.2%); Arnold Gebhart (11.8%), J. L. Amerman and E. A. Mahoney (20.2% each), and Royal G. Lister (8.4%). Purchasers would hold 40.4% each. AM station is daytimer on 1060 kc with 1 kw.

In 690 kc case FCC preferred KELD and KGGF applications on grounds that better distribution of radio service would be achieved than through grant to KGKB, whose application was mutually exclusive with both others. Engineering conditions imposed on grants.

FCC meanwhile refused to grant, pending issuance of examiner's initial decision on hearing already held, Belvedere Broadcasting Corp.'s application for new Baltimore station on 1400 kc, 250 w assignment which WCBM Baltimore is vacating in move to 680 kc.

FCC said application raises problems with respect to assignment of local facilities in metropolitan areas, and that better decision can be reached via full hearing procedure. Belvedere, which operates WMCP (FM) Baltimore and which said it needs revenue that would come from AM outlet, had asked for grant by simple order, contending examiner has no power to deal with policy questions involved.

DELAY IN SEPARATING BAB FROM NAB CONSIDERED

FEELING that separation of Broadcast Advertising Bureau from NAB should be delayed was apparent as two-day meeting of NAB Structure Committee was concluded late Friday in Washington.

Committee heard series of reports covering BAB and BMB activities along with other details of reorganization ordered by NAB board at July meeting.

In discussing BAB, committee went into desirability of watching its operation before making recommendation to board on plan to move it outside association. Several NAB districts have adopted resolutions favoring retention of BAB within association operation.

Feeling expressed in committee discussions that some sort of continuing industry survey is desirable. Work of BMB scanned but committee wasn't inclined to go out on a limb at this time.

Reorganization project, and actions of NAB President Justin Miller in carrying out board's mandate, generally approved. Committee was told current district meetings are most successful in NAB's history, with special emphasis on sales clinics conducted by BAB Director Maurice B. Mitchell.

Trimming of NAB standing committee setup, in line with board order, discussed. Judge Miller pointed to problems involved and need of consolidating functions if committee structure is to be trimmed.

Work of Audio and Video departments discussed, with Ralph Hardy and G. E. Markham, respective directors, explaining how association activities are coordinated.

Attending meeting were committee chairman, Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry W. Slavick, WMC Memphis; Everett Dillard, WASH (FM) Washington; John F. Meagher, KYSM Mankato, Minn.

BUCKLEY LEAVES B&B

ROBERT W. BUCKLEY, business manger of radio and television department of Benton & Bowles, New York, has resigned effective Nov. 15 to rejoin Ludlow Typograph Co., Chicago, as executive assistant to general sales manager. Prior to joining Benton & Bowles, Mr. Buckley was with Dancer-Fitzgerald-Sample, as media director and account executive and before that assistant network sales manager for CBS.

AUTRY FILES KOWL PLEA

FORMAL bid filed by Gene Autry at FCC Friday to sell his 50% interest in KOWL Santa Monica, Calif., for $80,000 to Arthur H. Croghan, already one-half owner [BROADCASTING, Oct. 17]. Mr. Autry identified with group seeking WHAS Louisville properties.

NAVY 1000 KW STATION

CONSTRUCTION plans for 1,000,000 w station at Jim Creek, Wash., to strengthen government's communication network North Pacific area, announced by Navy. Cost reported at $10 million. Bids open Seattle Dec. 9 with construction expected to take 18 months. A 200-ft. antenna in the 3,400-ft. Cascade range and transmitter building of reinforced concrete in plans.

Closed Circuit

(Continued from page 4)

quire 50 kw clear channel WHAS but
not make proposal for TV, since it alread
maximum five TV stations, which, incident
are located in top half-dozen market
nation.

ROSEFIELD PACKING Co., San Fra
(Skippy Peanut Butter), currently using
50 major spot market stations for transc
Skippy Hollywood Theatre, to cancel effe
Dec. 1, placing program on CBS station
clusively. Markets not bought by Rosefield
be available for local sponsorship. Age
Young & Rubicam, San Francicso.

BMB appeal from ruling of Dept of Inte
Revenue that tripartite research organiza
is not tax exempt despite non-profit nature
pected to be heard by federal tax cour
New York this week, although exact date
determined.

CARROLL MARTS will be manager of M
tual's Central Division following appointme
of Adolf N. Hult as vice president in charg
sales with headquarters in New York. M
Marts has been groomed for Central Divis
top job for months as assistant to Mr. H
and account executive for Mutual in Chica
He has been with network seven years, leav
position of chief accountant of A. & P. midw
division in 1942 to become Mutual's ch
auditor.

NOW IT CAN BE TOLD: Commissio
Frieda B. Hennock was offered District judg
ship on Washington bench prior to nomi
tions last week by President Truman. It's u
derstood she declined, expressing preferen
to remain first and only woman Communic
tions Commissioner.

WNEW New York preparing extensive pr
motion, advertising campaign based on Pul
studies of out-of-home radio listening. Studi
show big audience largely unexploited in tim
selling. WNEW, which shows up well in o
of-home listening, points out this audience i
reached by television and until lately unmea
ured by radio.

HEARST newspaper chain seeking conte
type package shows for 13 major markets f
important television promotion. Americ
Products Corp., 3757 Wilshire Blvd., L
Angeles, handling package proposals, says
is authorized to spend up to $100,000 per ci

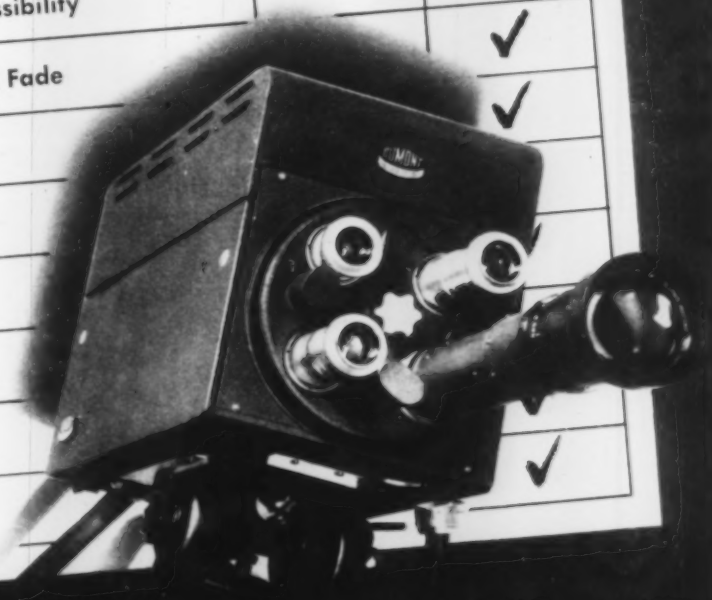
KEN-L-PRODUCTS, division of Quaker Oa
Chicago, for Ken-L-Ration, dog food, thinki
of national 20-second and one-minute TV sp
campaign. Test starts in Chicago. Comme
cials use talking dog technique. Agen
Ruthrauff & Ryan, Chicago.

APPOINTMENT and pre-adjournment co
firmation of former Senator Jim Mead f
Federal Trade Commission eliminates him a
perennial candidate for FCC. Since he retir
from Senate three years ago, Mr. Mead h
been repeatedly mentioned for every vacan
on FCC, including chairmanship.

MYSTERY AIR is provided FCC's color T
hearings by Caryl Barrett, just in from Pa
and toying with idea of petitioning for form
admittance to proceedings as participant. S
won't say yet what or whom she represent
but it's believed to be French inventors' d
velopment based on color photography syste
She arranged appointment with FCC Chairma
Coy before leaving Paris.

COMPARE FACTS!

UP-TO-DATE FEATURE	YOUR CAMERA	DU MONT
Dual Purpose Equipment (Studio or remote)		✓
Electronic View Finder		✓
Tube Interchangeability		✓
Turret Lens Plate with Remote Iris Control		✓
Breakaway Chassis for Accessibility		✓
Automatic Lap Dissolve and Fade		✓
Single-Unit Sync Generator		✓
Single Jiffy Connectors		
White Peak Limiter		
Fingertip Controls		
Adequate Cooling		✓
Panhandle Focus		

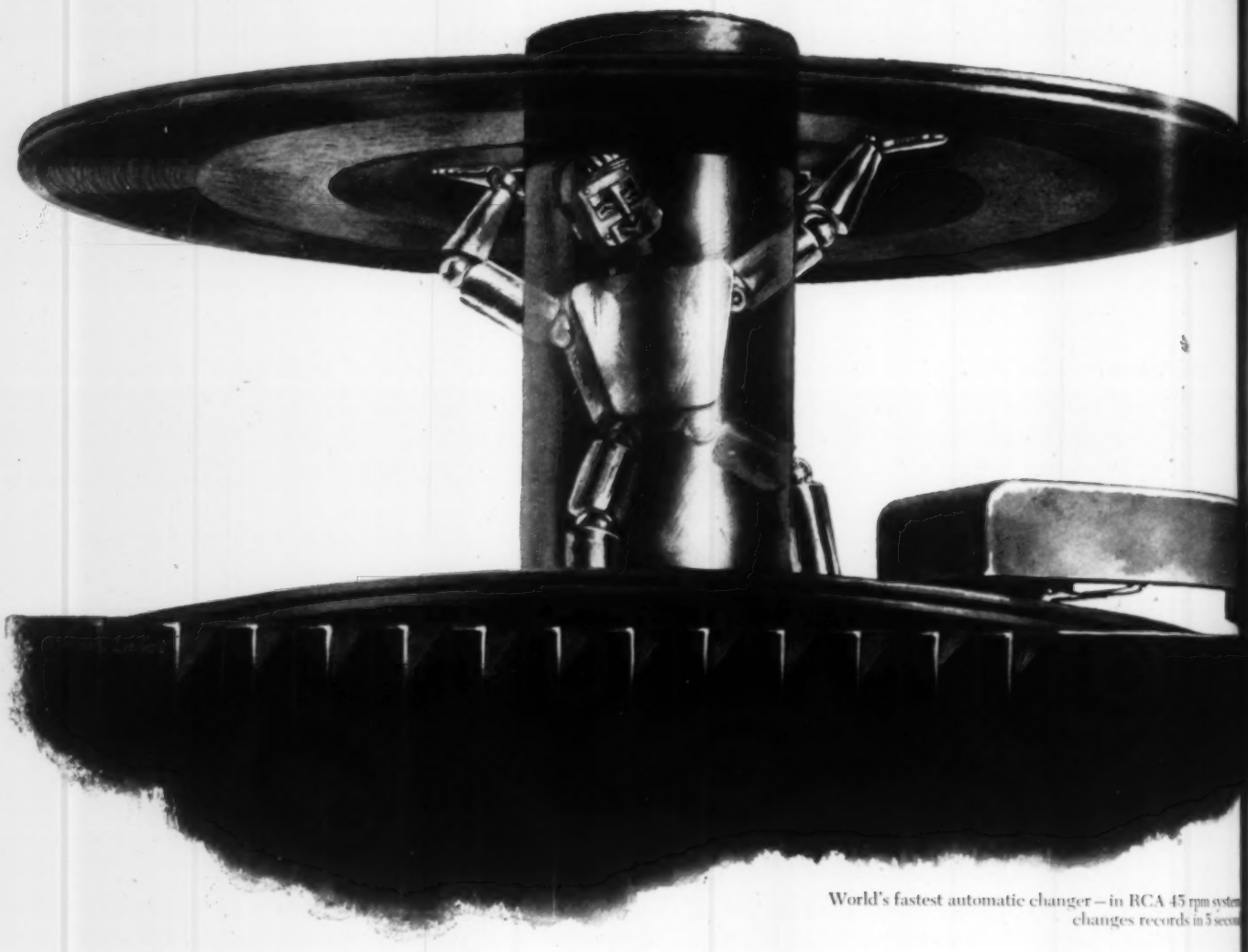


Are your cameras up-to-date?

© ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

DU MONT LABORATORIES, INC. • TELEVISION EQUIPMENT DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, NEW YORK 3, N. Y. WTTG, WASHINGTON, D. C. • STATION WDTV, PITTSBURGH, PA. • HOME OFFICES AND PLANTS, PASSAIC AND EAST PATERSON, N. J.



World's fastest automatic changer—in RCA 45 rpm system changes records in 5 seconds

Quick change artist

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the central spindle post on which records are so easily stacked. Result: a *simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6⅞ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free "quality zone". . . for unbelievable beauty of tone.

Value of the *research* behind RCA's 45 rpm system—which was started 11 years ago RCA Laboratories—is seen in the inst acceptance, by the public, of this better w of playing records. Music lovers may n have *both* the 45 rpm system, and the c ventional "78."

Development of an entirely new record-play principle is just one of hundreds of ways in wh RCA research works for you. Leadership in ence and engineering adds value beyond p *to any product of RCA or RCA Victor.*

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

TOBER 31, 1949 PRICE 25 CENTS

BROADCASTING

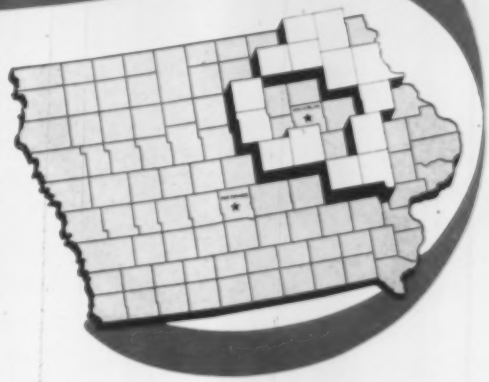
The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT. LIBBY
TECHNOLOGY DEPT. PUBLIC LIBRARY
DETROIT & WAYNE
DETROIT 2 MICH

WHO HAS UNCHANGED LISTENING HABITS IN IOWA

TAKE THESE 14* IOWA COUNTIES, FOR INSTANCE



IT takes more than power (or proximity) to attract and hold a radio audience. It takes *programming.*

In the ring of 14 counties *selected by Station "B"* for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened-to-most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, *each* of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually *every* area WHO's programming and Public Service have for many years won *and held* the largest share of the audience. In 1949, WHO is "listened-to-*most*" in 57 of Iowa's 99 *counties!* Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

* These 14 counties were used in a 1948 coincidental area study.

The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoratative radio survey available on Iowa.

WHO

for IOWA PLUS

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

OUR 25TH ANNIVERSARY YEAR

CHICAGO DAILY NEWS *For and about* WOMEN

PAGE 21

TUESDAY, JUNE 28, 1949

SECTION TWO

FASHION TELLING

Swing Your Partner in a Gay, Colorful Swirl

BY SPADEA

The square dance is out of the barn and onto some of the most polished dance floors in the country.

To fall in with the spirit of the [illegible] hearted and gay [illegible] tips that experienced dancers tell us about which should be remembered by novices. Wear your skirts full--the fuller the whirlier. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons--a modesty note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch--worn choker style on a velvet ribbon will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and sashayings that make the fun, they can put you on the sidelines for the evening if you fail to give them some protection. Wear shoes with toes (a good stomp on an open toe may send you home limping). Straps are good to keep them from flying off.

Joset Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern ties it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy Cox's choice. She puts bias bands on the skirt, plants a pert pique bow just below one shoulder strap (sketch B).

Flirtatious steppers might try hiking up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Dillie with puffed sleeves and elasticized neckline. It comes with its own apron to wear stole-wise if you like (sketch D). Rose Barrack covers the pockets of a circular chintz skirt, in this instance, coral and teams it with a t of turquoise silk shantung (sketch E). Garlands roses decorate Claire McCardell's white piccolay (sket F). And finally the off-shoulder peasant blouse many variations that you can buy anywhere (sketch G)

Reproduction cou
Spadea, Inc., a
Chicago Daily N

Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.

A Clear Channel Station

WLS CHICAGO 7

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

Washington, D. C.!

. . . is a major buying market, not merely a world capital of parks, monuments and government buildings.

WRC is the dominant selling voice in this area of over 1,400,000.

Success stories, low cost-per-listener facts and hard-hitting sales results are available on WRC if you have an interest in the Washington market. Programs and spots with the interesting knack of SELLING, day in and day out, are worth more than passing consideration. Things have changed in the nation's capital . . . in a big way. *Take another look at this picture and another look at your market problems.* They both represent dollar volume in Washington.

Sales representatives of WRC or NBC Spot Sales can tell you the NEW story of Washington and WRC.

NATIONAL BROADCASTING COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FOR FIRST time since he left for Montreal first of September, Comr. Rosel H. Hyde, chairman of U. S. delegation to NARBA, returns to Washington today for brief stay. It's understood his return is primarily for consultation with State Dept. and other authorities on NARBA but his availability will make it possible for him to take part in FCC actions. NARBA conference may run until Thanksgiving.

MAJOR networks are under scrutiny of FCC these days in connection with observance of so called network regulations. It wouldn't be surprising to see FCC issue temporary renewals to network owned-and-operated stations pending further study, which usually means sending of interrogatives asking whys and wherefores.

ABC'S DECISION to cut back on TV films and sustaining programming follows concept that may be adopted by others in TV until such time as set circulation justifies compensatory rates. ABC this year is expected to show $3,500,000 TV loss, almost all of which was offset by AM earnings (story page 48).

IN LINE with ABC belt-tightening, it wouldn't surprise observers to see personnel curtailments, probably on gradual basis.

WHITEHALL PHARMACAL Co., New York, also about to put out anti-histamine tablet (for colds) in addition to those already on market, anahist and inhiston (see this page). Radio—spot and network—will most likely be used in advertising war about to begin by the various companies.

SURE to appear on NAB board's mid-November agenda is proposal to invite FM Assn. into all-industry association.

LEVER BROTHERS, Cambridge, has developed new detergent which eliminates rinsing. It has been incorporated into Surf and will be called No-Rinse Surf. N. W. Ayer & Son, New York, planning test spot radio campaign in three cities—Philadelphia, Los Angeles and Chicago.

ALTHOUGH confirmation was lacking at NBC, George H. Frey, director of network sales, reportedly will be first executive reassigned under proposed network reorganization. Mr. Frey believed destined to become chief of TV sales.

WAGS are saying RCA, after FCC denied its petition for postponement of Nov. 14 comparative color showings but called for second one next February, should serenade FCC with "Your Lips Tell Me No-No, But There's Yes-Yes in Your Eyes." But FCC authorities claim action allows them to retain control over proceedings, meaning Nov. 14 comparisons

(Continued on page 82)

Upcoming

Oct. 30-Nov. 5: National Radio and TV Week.
Oct. 31-Nov.1: NAB Dist. 1, Somerset, Boston.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 11-13: National Assn. of Radio News Directors, Commodore Hotel, New York.
(Other Upcomings on page 41)

Bulletins

WJJD Chicago signed late Friday two-year contract with Chicago White Sox to carry all of ball club's games in 1950 and 1951, making 12 consecutive years. WJJD to carry all daytime games and its affiliated WFMF (FM) will carry night home games. WIND Chicago to carry night games away on time bought by WJJD. Sponsorship not yet decided.

ABC announced arrangement with Mutual Life Insurance Co. for $600,000 20-year loan at 4½% interest. Proceeds to be used in further developing ABC's TV Center in Hollywood.

FORD SPONSORS UN ON TV; DEALERS BUY KAY KYSER

FORD MOTOR Co., Dearborn, Mich., to sponsor CBS-TV telecasts of UN General Assembly sessions for remainder of year, effective Nov. 7. Three hours daily of sessions both at Lake Success and Flushing Meadows to be telecast as public service by Ford, with no commercials to be used. Telecasts scheduled Mon.-Fri., 11 a.m. to 1 p.m. and 3-4 p.m. TV recordings of telecasts to be made available to other UN member states throughout world. Sale understood personally engineered by CBS President Frank Stanton. Ford agency is Kenyon & Eckhardt, New York.

Ford Dealers of America on Dec. 1 starts Kay Kyser show, hour-long musical quiz, on NBC Television, Thursday, 9-10 p.m., through J. Walter Thompson Co., New York.

WARL LOTTERY CASE IS DISMISSED BY FCC

LOTTERY proceedings against WARL Arlington, Va., which produced FCC hearing examiner's recommendation that former WARL program be found in violation of anti-lottery law [BROADCASTING, Aug. 9, 1948], were dismissed by FCC Friday. Commission said program in question, *Dollars for Answers*, is of type covered in subsequently adopted anti-giveaway rules; that rules have since been suspended pending court tests, and that WARL has discontinued program.

"Further proceedings with respect to this licensee would now serve no useful purpose in settling the issues of law presented," FCC concluded. Frank U. Fletcher, Washington radio attorney, is half owner of WARL.

Business Brief

PROMOTES ANTI-HISTAMINE ● Ana Co., New York, appoints Foote, Cone & B ing, that city, as agency. Radio, magaz and newspapers to be used for promoting anti-histamine hay fever treatment. Inhis also anti-histamine tablet for colds and fever, through Cecil & Presbrey, New Y now using newspaper spreads, said to be c sidering radio spot campaign.

APPOINTS SPECTOR ● Affiliated Retail Inc., owned cooperatively by 59 departm stores including R. H. Macy Co., May Co. a City Stores groups, appoints Raymond Spec Co., advertising and merchandising counsel. connection with promotion of store-own "AR" brands.

WBKB (TV) NAMES ● WBKB (TV) C cago names Weed & Co., New York, exclus national sales representative effective Nov.

FCC RELIGIOUS DECISION CLARIFIES STATIONS' RIGHTS

NEW "Scott Decision" on atheists' rights radio time, 165 words long compared to fiv page 1946 version which brought Congressiona investigation, issued by FCC Friday.

New "decision" was letter sent to Robert Scott of San Francisco, principal in 19 Scott Decision. It was based on protest field in May 1947. He asked revocation licenses of four San Francisco stations (KNB KFRC, KGO, KCBS) on charges they violate principles of 1946 decision by refusing h time for atheism talks.

Though FCC authorities said it was in way inconsistent with original Scott Decisio new enunciation makes plain that: "There no obligation on the part of a station licensee grant the request of any and all persons f time to state their views on matters in whi they may be interested." Other highlights letter:

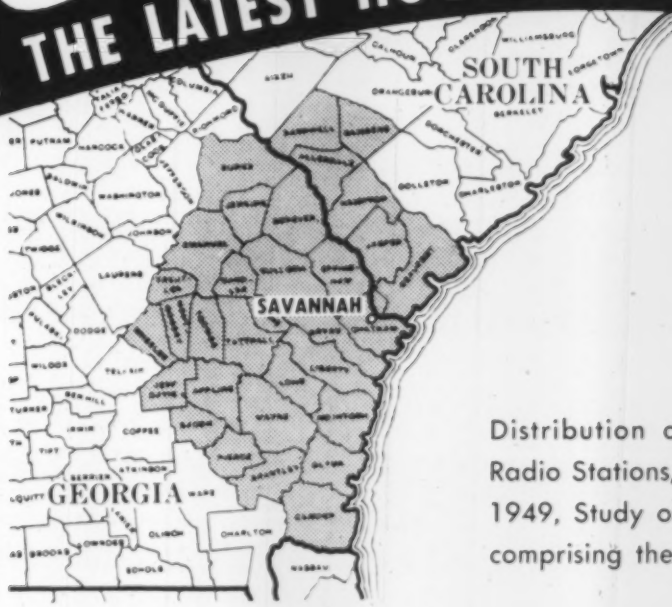
. . . It does not appear from the information su mitted by you that any program broadcast by t named stations was directed against you personal or against the position which you espoused. In t Commission's view the facts submitted by you d not present a situation in which the station ha denied an opportunity to afford equal time for th presentation of a controversial issue of publi importance. . . .

Your petition alleges no facts to justify th revocation of the licenses of the above-named sta tions.

SARNOFF TO GET AWARD

BRIG. GEN. David Sarnoff, RCA boar chairman, will be awarded Peter Cooper Medal for advancement of science, at convocatio ceremonies Nov. 2 honoring 90th anniversar of Cooper Union, New York. Gen. Sarnoff wa selected by jury of nine presidents and dean of engineering schools in New York area fo outstanding service in the advancement o science in its practical application to life. Dr Thorndike Saville, president of American S ciety for Engineering Education, will mak presentation speech.

WSAV is on TOP... IN THE LATEST HOOPER AREA REPORT!



Distribution of listeners among Savannah Radio Stations, based upon C. E. Hooper May 1949, Study of Listening Habits in 32 counties comprising the Savannah Retail Trading Area:

May 1949 HOOPER INDEX	WSAV	STATION 'A'	STATION 'B'	STATION 'C'	STATION 'D'
TOTAL RATED TIME PERIODS 6:00 a. m. to 10:00 p. m.	18.0	4.0	6.0	5.0	17.0
Daytime 6:00 a. m. to 6:00 p. m.	19.0	4.0	6.0	5.0	18.0
Evening 6:00 p. m. to 10:00 p. m.	14.0	4.0	6.0	4.0	12.0

And that's just half the story . . . WSAV's dominance is even greater in the 47 *additional* WSAV counties of Georgia, South Carolina and Florida. Call Don Jones or any Hollingbery man for the complete "Savannah Story".

It's 630 in Savannah **WSAV**

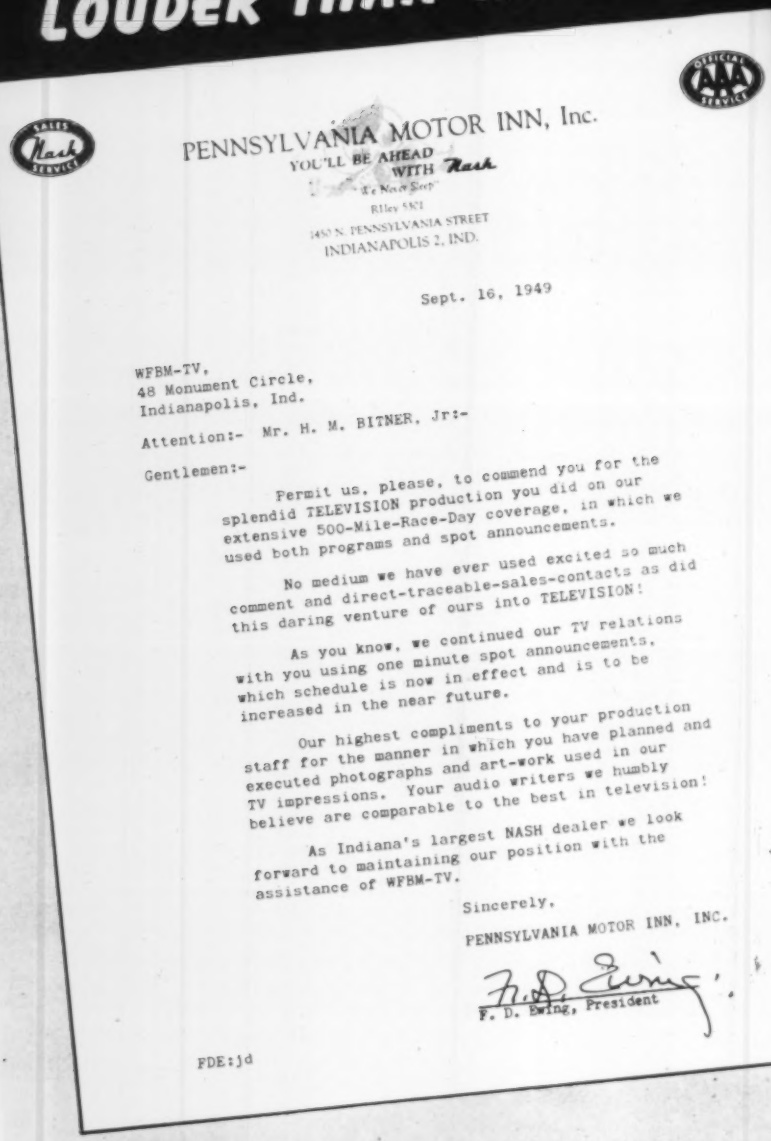
630 kc.
5,000 watts
Full Time

NBC AFFILIATE

Represented by Hollingbery

Mr. Time Buyer—

SALES ACTION SPEAKS LOUDER THAN WORDS!



PENNSYLVANIA MOTOR INN, Inc.
YOU'LL BE AHEAD WITH Nash
The Nash Store
Riley 5821
1450 N. PENNSYLVANIA STREET
INDIANAPOLIS 2, IND.

Sept. 16, 1949

WFBM-TV,
48 Monument Circle,
Indianapolis, Ind.

Attention:- Mr. H. M. BITNER, Jr:-

Gentlemen:-

Permit us, please, to commend you for the splendid TELEVISION production you did on our extensive 500-Mile-Race-Day coverage, in which we used both programs and spot announcements.

No medium we have ever used excited so much comment and direct-traceable-sales-contacts as did this daring venture of ours into TELEVISION!

As you know, we continued our TV relations with you using one minute spot announcements, which schedule is now in effect and is to be increased in the near future.

Our highest compliments to your production staff for the manner in which you have planned and executed photographs and art-work used in our TV impressions. Your audio writers we humbly believe are comparable to the best in television!

As Indiana's largest NASH dealer we look forward to maintaining our position with the assistance of WFBM-TV.

Sincerely,

PENNSYLVANIA MOTOR INN, INC.

F. D. Ewing, President

FDE:jd

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey; TV Set Count by Cities
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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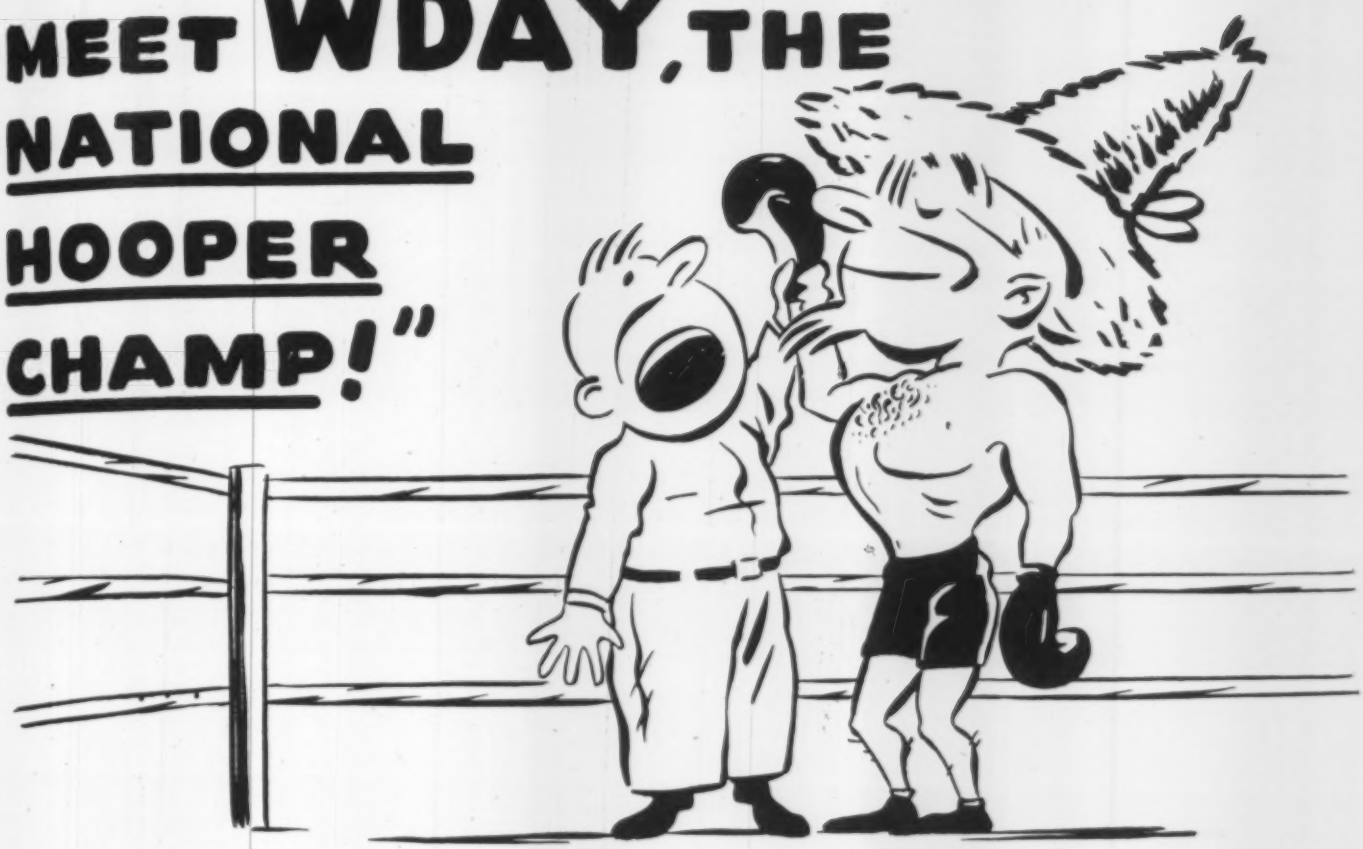
Subscription Price: $7.00 Per Year. 25c Per Copy

"LADEEZ AND GENTLEMUN— MEET WDAY, THE NATIONAL HOOPER CHAMP!"



YESSIR! WDAY had the greatest Share-of-Audience Hooperatings—Morning, Afternoon and Night—among all stations in the country for the five-month period, Dec. '48—Apr. '49!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS (MON. THRU FRI.)	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS (MON. THRU FRI.)	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

Amazing, you bet, but once you see the facts about our rural superiority, you'll agree that WDAY is even more fabulous! Our new booklet gives figures for four typical mail-pull campaigns, together with revealing cost comparisons and statements by sponsors. It gives you down-to-earth proof of WDAY's rural coverage.

Write to us, or ask Free & Peters, for this new booklet! It explains why WDAY is one of the great radio buys of the nation!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.,
Exclusive National Representatives

BMI

THANKS TO BROADCASTERS, ARTISTS, PUBLISHERS, COMPOSERS, DISC JOCKEYS, RECORD AND TRANSCRIPTION COMPANIES AND JUKE BOX OPERATORS

KEEPS HITTING . . . HI

4 out of 7 on the LUCKY STRIKE HIT PARADE

(October 15, 1949)

1. YOU'RE BREAKING MY HEART
2. SOMEDAY
5. ROOM FULL OF ROSES
7. JEALOUS HEART

and the same Broadcasters, Artists, Publishers, Composers, Disc Jockeys, Record and Transcription Companies, and Juke Box Operators now aim to

Hit With These Up-Coming BMI Leaders

THE BILLBOARD PICKS:	CROCODILE TEARS
THE DISC JOCKEYS PICK:	VIENI SU
	ENVY
	CANADIAN CAPERS
THE OPERATORS PICK:	BLUEBIRD ON YOUR WINDOW SILL
BMI PICKS:	SLIPPING AROUND
	HUSH LITTLE DARLING
	SHE WORE A YELLOW RIBBON
	EVERYTHING THEY SAID CAME TRUE
	WHY DON'T YOU HAUL OFF AND LOVE ME
	WHO'LL BE THE NEXT ONE TO CRY OVER YOU
	SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE
	CARELESS KISSES

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

XUM

MPOSERS, DISC JOCKEYS, RECORD AND TRANSCRIPTION COMPANIES, JUKE BOX OPERATORS

HIT AFTER HIT...WEEK AFTER WEEK

57.2% OF SALES AND RECORD POPULARITY RATINGS

A Summary of Popularity Charts from The Billboard, Oct. 22, 1949

	TOTAL LISTINGS	BMI	ALL OTHERS	% BMI
HONOR ROLL OF HITS	10	5	5	50.0
SHEET MUSIC—BEST SELLING	15	5	10	33.3
POP RECORDS				
MOST PLAYED BY DISC JOCKEYS	30	16	14	53.3
BEST SELLING, RETAIL	31	13	18	43.3
MOST PLAYED ON JUKE BOXES	31	13	18	43.3
RHYTHM & BLUES RECORDS				
BEST SELLING	16	12	4	75.0
MOST PLAYED ON JUKE BOXES	16	13	3	81.2
FOLK RECORDS				
BEST SELLING	16	14	2	87.5
MOST PLAYED ON JUKE BOXES	15	12	3	80.0
TOTAL	**180**	**103**	**77**	**57.2**
SCORE PREVIOUS WEEK	181	101	80	55.8
SONGS WITH GREATEST RADIO AUDIENCES (PEATMAN ACI)				
R-H SYSTEM	51	13	38	25.5
	30	5	25	16.7
TOTAL	**261**	**121**	**140**	**46.4**
SCORE PREVIOUS WEEK	243	109	134	44.9

BMI

Oklahoma City's
Only 50,000 Watt Station

The following quotation is from a letter to KOMA by the Herbert A. Rogers Advertising Co. of Dallas, Texas.

A VERY PARTICULAR SPONSOR SAYS

. . . "I'm sure you will be pleased to know that our client was most impressed and pleased with the splendid cooperation that KOMA has given Airmaid Hosiery. We should like to add our compliments also, to those of our client, inasmuch as we feel KOMA's aids and services to Airmaid surpassed all other stations carrying the Frank Parker Show."

FOR SELLING OKLAHOMA
FIRST CHECK KOMA

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

Agencies

EDGAR E. EATON named vice president of G. Norman Burk Inc., Pittsburg where he will handle types of national and local advertising. He w previously with Tracy Mfg. Co., as sales promotion manager, and direct of regional sales for American Radiator & Standard Sanitary Corp., and Leh Portland Cement Co.

HARRY A. BERK, president of Foote, Cone & Belding International Cor resigned his post. **EMERSON FOOTE**, president of domestic company, a will become president of international subsidiary. Mr. Berk, abroad most the last eight years, plans to remain permanently in the U. S.

REGINALD V. COGHLAN appointed head of new Ruthrauff & Ryan bran office in New Orleans.

FELIX BRENTANO, Broadway producer-director associated with "Rosalind "The Merry Widow," and others, appointed radio and television director Lester "L" Wolff Advertising Corp., New York. He is currently handli *Wishbone Party* and has started work on TV variety show for Associated Fo Stores. He will supervise production for all other agency accounts.

MORGAN REICHNER, former vice president of Buchanan & Co. and executi vice president of Abbott Kimball Co., both New York, forms own consulta firm to advise advertisers on sales, sales promotion and merchandisi Offices are at 25 W. 43rd St., New York.

TRISTRAM DUNNE, formerly with William Esty & Co. and Young & Rubica joins Federal Advertising Agency, New York, as account executive.

S. A. HALPERN, former executive vice president of L. H. Hartman Co., Chicago, joins William H. Weintraub & Co., New York, as director of copy. He previously was copy chief at Lord & Thomas, where he created many campaigns and slogans for Lucky Strike.

DON WEILL, former account executive with Grant & Wadsworth Inc., an before that advertising and sales promotion manager of Clairol Inc., Ne York, joins Benton & Bowles, New York, as member of Procter & Gamb drug division account group.

ADRIAN SAMISH, vice president and head of radio and television, Dance Fitzgerald-Sample Inc., arrives in Hollywood today (Oct. 31) for two week in connection with preparation of television commercials for General Mil and Procter & Gamble. **DON MANCHESTER**, vice president and accou executive of the agency, also is expected in Hollywood later this week.

NORMAN L. DRYNAN, formerly supervisor of sales and advertising Canadian Canners Ltd., Hamilton, joins F. H. Hayhurst & Co., Toronto a vertising agency, as account executive.

JANE SCRIVEN, formerly of Biow Co., New York, joins Davis & Platte, Ne York, as executive in public relations department.

MRS. MARILYN WILZBACH, formerly with WLW Cincinnati, joins Brisache Wheeler & Staff, Los Angeles, as head of radio and television traffic.

PETER FINNEY, formerly with publicity staff of Kudner Agency, New Yo transferred to agency's service department on Admiral Corp. account.

JEAN MEREDITH, West Coast publicity manager, Benton & Bowles In is in New York for two weeks conferences.

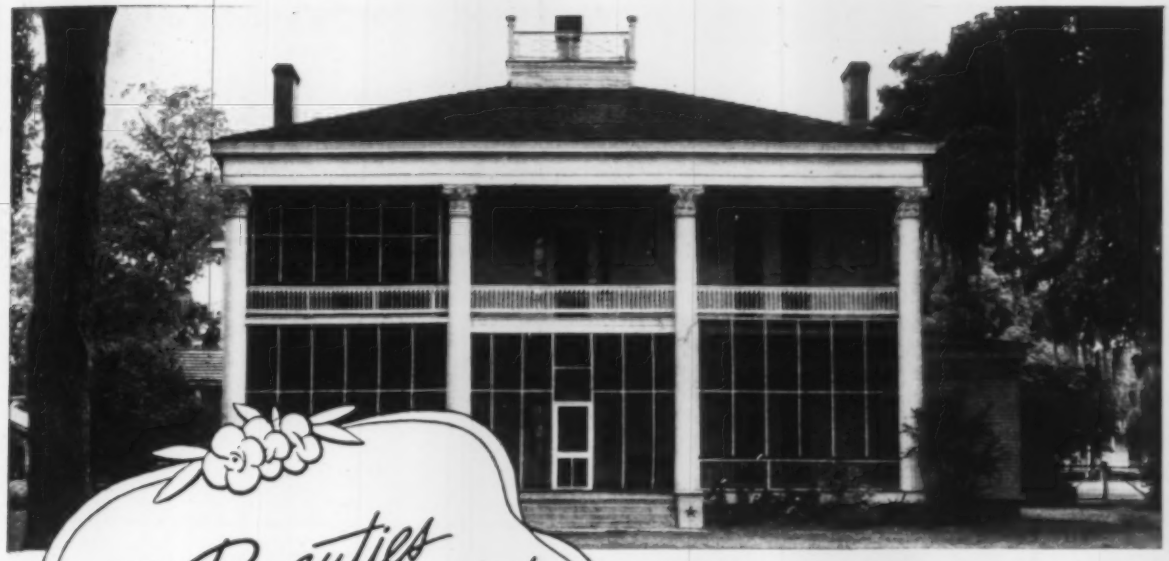
HARRY GATTON, recently resigned as managing director of WSIC State ville, N. C., opens advertising agency, Harry Gatton Advertising, at 226 W Broad St., Statesville. New firm has nine radio accounts.

DAVIS AGENCY, Oakville, Ont., becomes incorporated company and continu business under name of Davis Circulation Agency, Ltd.

SHERRILL MASTOS made production director of Buchanan & Co., Los A geles; **LEE LEWIS** named media director; **MARY JANE KUELGEN**, appointe executive secretary, and **JEANETTE LINCK** put in charge of business ma agement for agency.

JOE H. LANGHAMMER & Assoc., Omaha, changes name to Langhammer Assoc.

New Addresses: AIKIN McCRACKEN Limited Advertising Agency, Toront moves to 2 Toronto St., Toronto. **BIOW Co.**, New York, effective after Jan. will move its entire offices now located at 9 Rockefeller Plaza and 501 Madiso Ave. into two whole floors of Crowell-Collier Bldg. on 51st St. and Madison Av



3 Beauties of the Deep South

1. ST. JOHN PLANTATION, near St. Martinsville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.

2. THE DAIRY INDUSTRY is developing fast in Louisiana. With year-round pasturage and growing markets, it's adding millions to the state's diversified farm income. Another reason why WWL - land exceeds the national average in increased income, increased buying power, and general prosperity.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

'It Was an Honor'

EDITOR, BROADCASTING:

. . . appearing as the "On All Accounts" subject in the Sept 12 issue of BROADCASTING . . . it was an honor and a pleasure to be selected.

Mary Ellen Ryan
Radio Timebuyer
Raymond R. Morgan Co.
Hollywood

* * *

'Fair' Broadcasting

EDITOR, BROADCASTING:

I've been reading in recent copies of BROADCASTING where several stations have been doing a little bragging about their broadcasting from fairs, etc. I'd like to report that during the East Texas Fair, Sept. 12 thru 17, KTBB originated 13 hours and 45 minutes of broadcast time direct from the fair grounds. This was in addition to 168 sustaining announcements before the fair.

Dana W. Adams
News Director
KTBB Tyler, Tex.

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Shriver—Pro & Con

[Editor's Note: Following letters are an outgrowth of W. H. Shriver's letter in OPEN MIKE Sept. 26 questioning the taste of an advertisement in BROADCASTING; and the rebuttal of Del Roy Oct. 10.]

EDITOR, BROADCASTING:

This "Letter to the Editor" emanating from the Badger State up here in Yankeeland is to serve as a rebuttal to the viewpoints of Del Roy of WKYW.

Obviously Mr. Del Roy is confusing the issue. Mr. Shriver's letter was in no way an encroachment by the Roman Catholic church on his rights. No propaganda or doctrines of the R. C. Church were mentioned in his well meant advice. No religious issue is involved here whatsoever. It is merely a matter of common sense and decency which any sensible adult should readily comprehend.

Mr. Del Roy contends that the Legion of Decency is bigoted but he has no supporting statement to submit as proof. The Legion of Decency passes on the merits of a picture for view by children as well as adults and there is no intolerance involved at all. They really don't care if the actors, producers or theatre owners down the ushers are Protestants, Catholics or Jews.

The advertisements for the promotion of the R. C. Church by the Knights of Columbus are in no ways insidious or treacherous as Mr. Del Roy puts it. They are merely true statements of fact which all sincere peoples of any race, color or creed are invited to investigate for their own education and welfare. One object of the recent advertising campaign is to blot out ignorance on the part of fellow Christians on the faith and customs of the R. C. Church.

In closing, I add that I hate to see a fine organization like the Roman Catholic Church be attacked when it has done many fine deeds thruout its existence. I support the Shrine Circus for Crippled Children and admire their organization a lot for the good work they perform. I have no malice towards these men and I hope that sometime in the very near future Mr. Del Roy will have a friendlier attitude toward the R. C. Church.

George H. Hotton
2564 N. Palmer St.
Milwaukee 12, Wis.

* * *

EDITOR, BROADCASTING:

Now it seems that we boys, who are old enough to work, vote, pay taxes, and raise families, are to be advised by one Mr. William H. Shriver Jr. . . . that we are not supposed to look at an advertisement showing the "Female Form Divine."

I certainly admired the ad in

(Continued on page 18)

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA · FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

WTWN POTENCY

Shown in 'Gala Sales Days'

WTWN St. Johnsbury, Vt., has been on the air less than four months but in that short span of time the 250 watter in the Green Mountains has proved itself a potent force in the area as evidenced by the recent "Gala Sales Days."

"Gala Sales Days," a merchandise promotion plan, was sponsored by the Chamber of Commerce with all stores in town participating. WTWN ran a series of teaser spots in the form of personal ads signed by a mysterious "Hugo Gala," addressed to an equally mysterious "Helen." In subsequent spots "Hugo" promised "Helen" a fine time at "Gala Sales Days."

This was followed by explanations of "Gala Sales Days" in one-minute spots. Campaign also was plugged by regular and new WTWN accounts as well as by stores with series of broadcasts during drawings for holders of winning tickets obtained with each dollar purchase of merchandise

INDEPENDENT

WNEB LEADS AGAIN!

IN WORCESTER, MASS.!

HIGHEST RATINGS!

IN COMPETITION WITH ALL NETWORK STATIONS

LOWEST RATES!

TO MAKE A TIME-BUYER'S DREAM COMBINATION THAT GIVES YOU

THE MOST LISTENERS PER DOLLAR!

Share of Audience METROPOLITAN DISTRICT, Worcester, Mass.

TIME	BASIC CALLS	WNEB	Station A	Station B	Station C	OTHERS
MORNING PERIODS	6,197	**32.1**	10.1	19.5	32.4	5.9
AFTERNOON PERIODS	10,916	**36.4**	12.0	13.7	29.4	8.5
EVENING PERIODS	7,837	**32.4**	10.3	13.3	33.8	10.2
ENTIRE SURVEY	24,950	**33.8**	10.9	14.7	31.9	8.7

August 21-27, 1949

CONLAN RADIO REPORT

Sure, we carry baseball, and it has helped to build our station. But our over-all leadership comes from over-all acceptance since baseball represents only about 18% of the time periods covered by this survey. What's more, this survey shows that WNEB is in first place in 36 of the 58 quarter-hour periods 8:00 A.M.-10:30 P.M., Monday thru Friday. Call in a station representative and see the complete report.

WNEB

WORCESTER MASSACHUSETTS

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: Adam J. Young, Jr., Inc. and Kettell-Carter, Inc.

want to be
Snowed Under
with Sales RESULTS?

MEET Bill Faulkner
DISC JOCKEY EXTRAORDINARY

Another important WISH "personality" featured in our long string of successful shows programmed locally

BILL is one of our mail delivery-man's biggest "headaches." His lively 6:15 to 8 o'clock Bill Faulkner morning show and his magnetic 3:15 to 4:45 afternoon "Hoosier Requestime" never fail to flood our front desk with enthusiastic replies and inquiries for Bill's advertisers. Call it "personality," zing or whatever you will, but when Bill pours himself into his microphone, advertisers' cash registers also sing a merry tune. Ask them. We'll be glad to give you their names.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business

LEHN & FINK PRODUCTS CORP., through its agency Lennen & Mitc New York, will launch heavily concentrated advertising campaign t troduce Peb-Ammo, ammoniated tooth paste. Spot radio expected t used after first of year.

F. & M. SCHAEFER BREWING Co., New York, sponsors 35 home ho games of New York Rangers over WMGM New York. Agency: BBDO York.

MARLBORO SHIRT Co., Baltimore, appoints Kastor, Farrell, Chesley Clifford Inc., New York, to handle advertising for its dress and sport sh and outer wear. Media plans for 1950 have not been decided upon as While the firm's advertising budget figure could not be determined, it understood to be over $200,000 yearly.

FORT PITT BREWING Co., Pittsburgh, adds WJAC-TV Johnstown, Pa group of stations carrying boxing and wrestling. Other stations are: bo only, WEWS (TV) Cleveland; wrestling only, WTVN (TV) Columbus; b WICU (TV) Erie, WDTV (TV) Pittsburgh and WGAL-TV Lancaster.

PICTSWEET FOODS Inc., Mt. Vernon, Wash. (frozen fruits and vegetable launches campaign on frozen food special using spot schedule of 50 stati across the country. Agency: Brisacher, Wheeler & Staff, San Francis Franklin C. Wheeler is account executive.

STANDARD BREWING Co., ("Erin Brew"), Cleveland, enters television w sponsorship of Saturday night DuMont wrestling from Chicago on WE (TV) Cleveland. Agency: Gerst Adv. Inc., same city.

PACIFIC GREYHOUND BUS LINES, through Beaumont & Hohman, S Francisco, launches fall advertising campaign which includes spot sched on approximately 200 western stations. Company also sponsors 15-minu weekly travel series, *Romance of the Highways*, on ABC western netwo

Network Accounts • • •

AMERICAN BIRD PRODUCTS, Chicago, returns to air with *American Ba Warblers* for 23rd consecutive year. Show heard Sunday, 12:15 to 12:30 p (CST) via Mutual from Chicago. Contract is for 26 weeks. Agency: West Barnett, Chicago.

GEORGE A. HORMEL Co., Austin, Minn., (canned meat products) will mo its Hormel Girl's Corps program on ABC from its present Saturday, 12-12 p.m. time to Sundays, 6:30-7 p.m. effective Nov. 20. Agency is BBD Minneapolis.

CONTINENTAL BAKING Co., New York, renews CBS *Grand Slam*, effect Nov. 21 for 52 weeks. Show aired Mon.-Fri., 11:30-11:45 a.m. Agency: T Bates & Co., New York.

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, starts *Goodyear Paul Wh man Review* on ABC-TV Sunday, Nov. 6. Agency is Young & Rubicam, N York.

LEVER Bros, New York, contracts to sponsor last half of Mon. through F *Breakfast in Hollywood* show over entire 30 stations of Canadian Domin Networks, effective today. Agency: Ruthrauff & Ryan, New York.

RONSON ART METAL WORKS Inc., Newark, N. J., through Grey Advertis Agency Inc., New York, moves its *Johnny Desmond Show* from MBS to 2 271-station ABC network, effective Jan. 11. Show, on behalf of Ronson lighte and accessories, will be aired Wednesdays, 8:55-9 p.m.

PETER PAUL Inc., San Francisco (Mounds, Almond Joy candy) Nov. 8 renew *Bob Garred News* for 52 weeks on 12 Columbia Pacific Network station Agency: Brisacher, Wheeler & Staff, San Francisco.

Adpeople • • •

E. J. WATLEY appointed advertising and sales promotion manager of Ron Art Metal Works Ltd., Toronto. He is first to hold this post with Canad company.

JET PROPELLED...AND HEADING YOUR WAY!

FROM COAST TO COAST and Border to Border, METRO-GOLDWYN-MAYER RADIO ATTRACTIONS are setting a terrific pace . . . making TRANSCRIPTION HISTORY with Radio's most sensational series of star-studded programs. PRICED FOR PROFIT FOR YOU!

BIG STATIONS AND LITTLE STATIONS—stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows—and bought 'em! Scores and scores of alert, bright broadcasters are starring them on the air NOW. AND THEY'LL DO A JOB FOR YOU TOO—if you're smart and move fast! PUT THEM TO WORK FOR YOU!

HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen and their people. Three 15-minute programs per week.

HOLLYWOOD, U. S. A.

Glamorous Paula Stone, of the noted "Stepping Stones," in intimate interviews with filmdom's great stars and personalities. Five 15-minute programs per week.

THE STORY OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring both Lew Ayres and Lionel Barrymore who created the leading roles on the screen. One half-hour per week.

MAISIE

Starring Ann Sothern . . . half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.

GOOD NEWS FROM HOLLYWOOD

Handsome George Murphy, himself a great star, gives you the latest Hollywood gossip and presents a famous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY

A tense and exciting dramatic presentation based on M-G-M's Academy Award two-reelers. Featuring name players. A half-hour program, once a week.

THE HARDY FAMILY

The famous movie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone . . . A half-hour, once weekly.

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives . . . . . MUSIC CORPORATION OF AMERICA

THESE
6 Stations
Build Sales
for You . . .

WGAL
WGAL-TV
Lancaster, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WKBO
Harrisburg, Pa.

WEST
Easton, Pa.

Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
AFFILIATES
STEINMAN STATIONS

Feature of the Week

INTRICATE planning for the Southern States Fair, co-sponsored by WBT Charlotte, N. C., and the *Charlotte News* earlier this month, nearly turned the Fair into an all-WBT affair, the station reports.

Indicative of the success of the event was the official count of 425,000 who visited the WBT booths, despite two rainy days. It was the largest attendance in the history of the Fair.

The event served multi purposes. It helped build up not only WBT, but also a show, the show's sponsor, the station's programming and its talent. And, most important, it was the opportunity for WBT to transplant some of its activities in full-sight of the audience.

Full-scale promotion preceded the actual Fair activity. It got off to a grass-roots start with a contest reaching into the entire 95-county area served by the station. In cooperation with the *News*, free tickets to the Fair were offered for the best letter by a child, stating why he or she wanted to go to the Fair. The winner, a six-year-old boy, toured the Fair at the expense of the station taking in the rides and eating all he could hold and appeared on a broadcast.

Paced by the popularity of

Closing in on WBT's microphone are (l to r) Mr. Cole, Cowboy Star "Sunset" Carson and "Doc" Dorton, head of the Fair.

* * *

WBT's *Grady Cole Talent Show*, another contest was held over a period of time while the letter-writing match was on. Local talent was given tryouts for the talent show of Mr. Cole, WBT farm editor. The program, broadcast every Saturday 10:30-11 a.m., gave a special broadcast Oct. 8 from the Fair at the WBT booth. Local talent contests were held in many of the communities within the area, largely at schools and many

(Continued on page 21)

On All Accounts

"TO win the family audience, use television; and to attract the interest of the housewife, use radio."

That is the working philosophy of William MacFarland, account executive for N. W. Ayer & Son, New York. And indeed it is working.

Executive for the agency's Sealtest Dairy account, Bill MacFarland has placed that company's ice cream product—a family delicacy —on television (*Kukla, Fran & Ollie*, twice weekly on NBC-TV). He has spotted Sealtest's milk — purchased principally by the woman in the home — on radio (*Dorothy Dix*, five times weekly on NBC).

"Working an idea" that works is an old game with Bill. Conceivably it began with his youthful intention to earn a degree and secure a job with an advertising agency.

BILL

The intention became a reality in 1942 when Bill traded in his B.S. in Economics from the U. of Pennsylvania for a position in the production department of N. W. Ayer in Philadelphia.

But that was a time when all plans were subject to precipitate revision, and in 1943 Bill joined the Air Forces as a pilot. He was discharged as a first lieutenant in 1945 after 35 European missions.

Bill returned to civilian life and the Ayer agency in its plans merchandising department. While in that capacity he became experienced on food and package goods.

In November 1948 the agency appointed him account executive on the National Dairy (Sealtest) and Sheffield Farms accounts with headquarters in New York.

Recipient of much recognition for his many achievements, Bill MacFarland yet has one distinction that earns him little more than a sorely strained sacroiliac and the tacit appreciation of the Pennsylvania Railroad. Still residing in a suburb of Philadelphia, he travels more than four hours each day to and from his job in Radio City in New York.

The MacFarlands — she is the former Marjorie Enrich — were married Sept. 26, 1941. They have two children, Bill Jr., 7 years, and Cathy Lee, 2 years.

The first serious study of a new literary form

Radio
AND
Poetry

BY MILTON ALLEN KAPLAN

● Everyone interested in radio as a primary medium of communication and culture will profit from this analysis of the development of a new literature—poetry in radio. Dr. Kaplan follows the record of the use of poetry in radio from its role as "fill-ins" to the emergence of the radio verse play, and points out unexplored literary and cultural possibilities of radio and television. $4.50

At all bookstores or order from

COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27
Publishers of THE COLUMBIA ENCYCLOPEDIA

Mr. Ted Kelly
Cecil and Presbrey, Inc.
New York City

Dear Ted:

Jest seen some papers on th' boss' desk here at WCHS that tells quite a story. A newspaper article said that more peepuls awork in' here in Kanawha County than there was last July—a whole lot more, in fack. Then when I picked up th' newspaper I found a bill from the florist shoppe we'd sent flowers to three big store openings. Yes-sir, in less'n two weeks THREE big Charleston stores moved into bigger new places! Now that's real business confidence. Them merchants knows Charleston peepuls continue spendin' money, an WCHS is th' best way to get ser sales message across ter them. Whenya advertises on WCHS yuh reaches folks what can buy! That's whatya wants, ain't it, Ted?

Yrs.
Alay

WCHS
Charleston, W. Va.

KNOE

THE
JAMES A. NOE STATION

NOW 5,000 WATTS DAY

NOW 5,000 WATTS NIGHT

NORTHEAST LOUISIANA'S
MOST POWER-FULL STATION

Robert W. Dumm
GEN. MGR.
STUDIOS, BERNHARDT BLDG.
MONROE, LA.

1390 ON YOUR DIAL

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

CONTACT

RA-TEL Representatives, Inc.

NEW YORK CHICAGO OKLAHOMA CITY DALLAS
ATLANTA SAN FRANCISCO LOS ANGELES

Open Mike

(Continued from page 12)

"moral question," and congratulate the Pacific Northwest Broadcasters in running it. . . .

Jim Wayman
507 Greenwood Ave.
Takoma Park, Md.

* * *

EDITOR, BROADCASTING:

I missed Shriver's statement but my hat is off to him and to any MAN that objects to what he believes to be immodest. . . .

Hollis Francis,
Production Mgr.
WJAG Norfolk, Neb.

* * *

It's a Must

EDITOR, BROADCASTING:

. . . I assume most agency people do as I do—keep the current issue of BROADCASTING on my desk. A Monday morning must is to at least skim through it and 52 weeks a year there is a current copy of BROADCASTING at hand at all times. . . .

Jan Gilbert
Timebuyer
Harold Cabot & Co.
Boston

* * *

Educators Praise

EDITOR, BROADCASTING:

The public focus is turning on education as never before!

. . . We'd like to thank America's radio stations, newspapers, and citizens for what they have done to help raise salaries, relieve overcrowded schools, provide more and better trained teachers—in general helping us to help America's 30 million school children.

American Education Week, Nov. 6-12, gives us an opportunity to especially thank these people. The influence of the radio, press, etc., are particularly felt during this week. By the same token, it is a ready-made opportunity for these agencies to use their influence to bring the public's attention to education's problems, service and opportunities. . . .

Bob Roy Ratliff
Asst. to Dir. of Publications
National Education Assn. of U. S.
Washington

* * *

KHQ Takes Issue

EDITOR, BROADCASTING:

KHQ Spokane would like to take issue with a quotation on page 75 of the Oct. 10 BROADCASTING.

J. R. Poppele, vice president in charge of engineering for WOR-TV [New York], is quoted: "(WOR's) 760-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States. . . ."

KHQ's tower is 826-feet tall, [illegible] self-supporting and to the best [illegible] our knowledge the tallest self-supporting tower in the world. [illegible] have made national and world-wide checks and have found no one to dispute the claim.

Patrick J. Cullen
News Editor
KHQ Spokane

* * *

Discrimination Charged

EDITOR, BROADCASTING:

In view of your own comment on my inquiry of Oct. 5, I continue to wonder, "WHY THE LONG BONY FINGER POINTED CONSISTENTLY AT MEXICO"

I have absolutely no quarrel with CKLW nor any other "border" stations anywhere, but if the essence of the NARBA as described in your editorial is to be taken at its face value, CKLW is probably the most flagrant violation of that pact in the North American Continent. Standard Rate and Data as well as BROADCASTING'S own YEARBOOK lists CKLW as the Mutual Network's outlet for Detroit. When a Mexican station attempted to become the outlet for an American network in El Paso it was disallowed. And there is no Mexican station anywhere serving a U. S. city the size of Detroit with primary coverage.

As for the question of so-called "super-power," unless I am mistaken there is no provision in the NARBA limiting power on clear channels—that is left up to the individual signatory nations; and yet, BROADCASTING seems to feel that if Mexico doesn't parrot the United States and limit power to 50,000 w she is badly out of line.

I repeat, I have no quarrel with CKLW's coverage of Detroit, nor for any of Detroit's stations' coverage of Windsor (none of whom, by the way, are affiliates of the CBC); my quarrel is with BROADCASTING for pointing the aforementioned finger only and always at Mexico.

Jose Maria Gonzalez
Owner and Manager
XEO H. Matamoros, Tamps. Mexico
P. O. Box 1708, Brownsville, Tex.

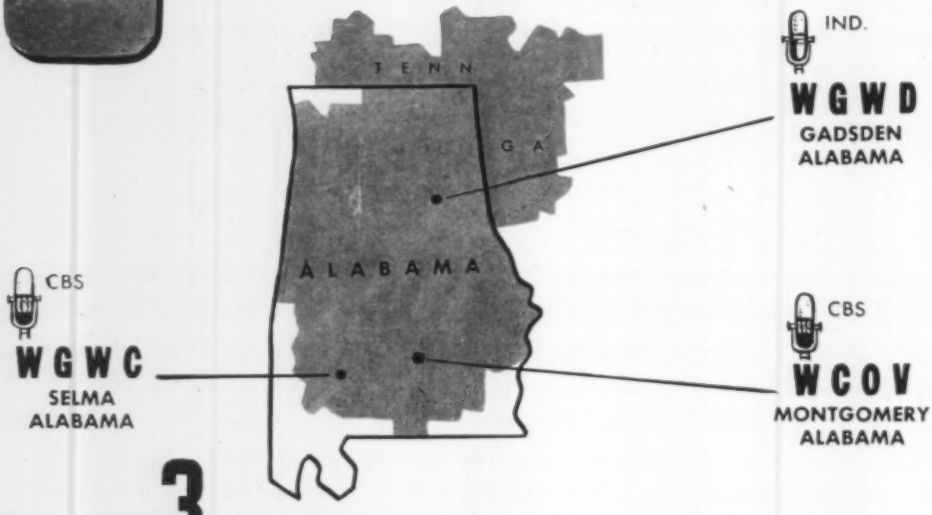
RADIO COPY

Less Misleading—FTC

RADIO advertising continues to be less objectionable in the eyes of Federal Trade Commission than is copy accepted by newspapers, according to a September report issued Oct. 21 by the Commission's Radio and Periodical Advertising Div.

Of 83,018 radio continuities examined, only 1,295 were set aside as being "possibly false or misleading," while 552 out of 14,487 newspaper advertisements were similarly cited by FTC—roughly three for every one radio continuity.

3 WAY COVERAGE OF A $2 BILLION MARKET



IND.
WGWD
GADSDEN
ALABAMA

CBS
WGWC
SELMA
ALABAMA

CBS
WCOV
MONTGOMERY
ALABAMA

3 STRATEGICALLY LOCATED STATIONS

Almost all of Alabama is within the good listening area of the Covington stations. It's an area 647,700 radio families wide who spend $2 billion annually for retail purchases.

You can sell Alabama at 20% off by buying all three Covington stations: WCOV and WGWC, (both CBS) and WGWD, Gadsden's independent on 570. Or, two stations entitle you to 10% discount.

For sales in Alabama, it's the Covington Stations. For the proof . . . Taylor-Borroff.

The Covington Stations

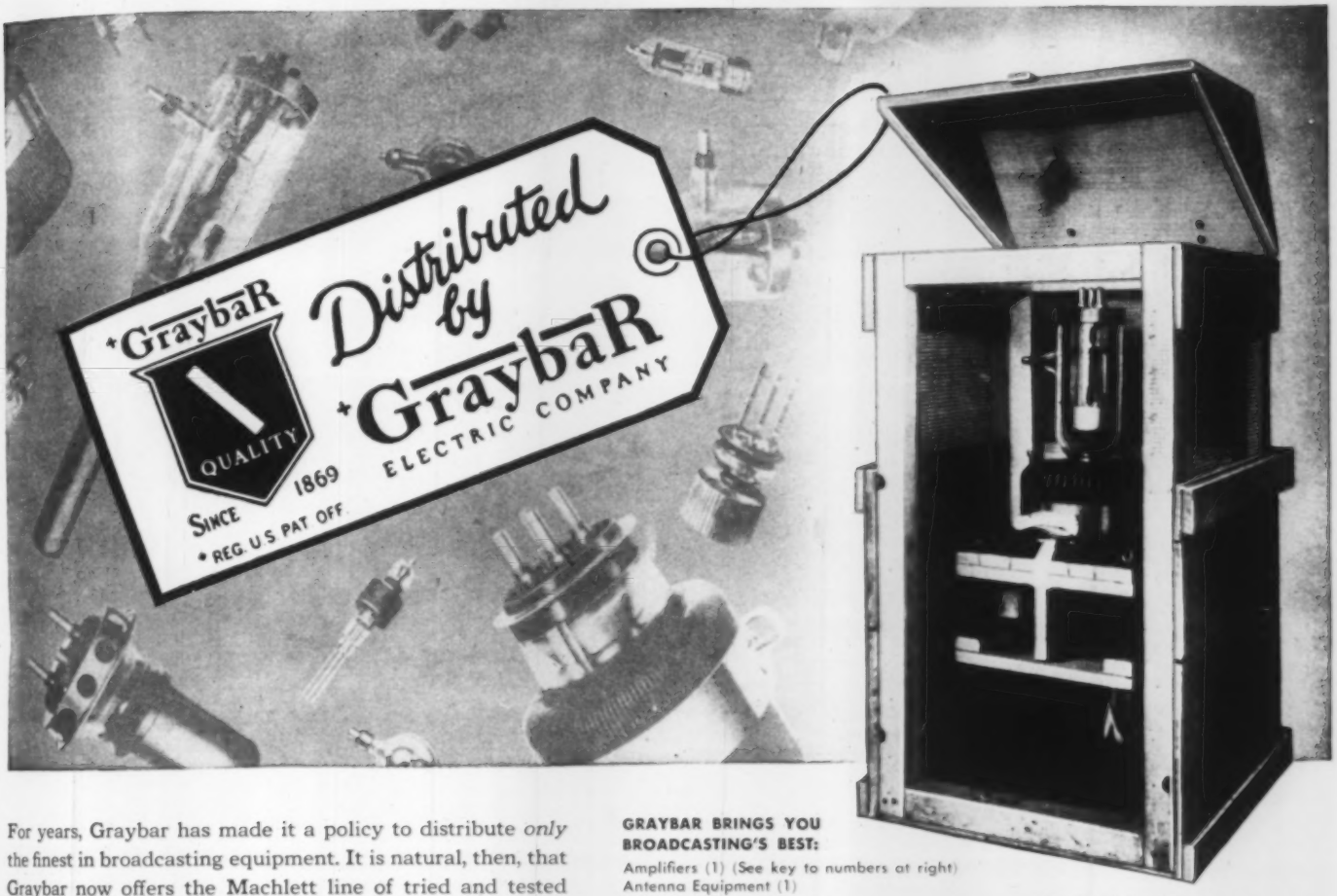
WCOV (CBS) MONTGOMERY
WGWD (IND.) GADSDEN
WGWC (CBS) SELMA

ALABAMA mean Coverage in Alabama

REPRESENTED NATIONALLY BY TAYLOR-BORROFF

GraybaR recommends

MACHLETT ELECTRON TUBES



For years, Graybar has made it a policy to distribute *only* the finest in broadcasting equipment. It is natural, then, that Graybar now offers the Machlett line of tried and tested electron tubes.

Machlett products are backed up by more than 50 years of experience, skill, and technical "know how"—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. Call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 490Q

Distributor of *Western Electric* Broadcast Equipment

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9, 19)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Karp Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant; (18) Machlett (19) Ampex

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA E. W. Stone, Cypress 1751
BOSTON J. P. Lynch, Kenmore 6-4567
CHICAGO E. H. Taylor, Canal 6-4100
CINCINNATI W. H. Hansher, Main 0600
CLEVELAND W. S. Rockwell, Cherry 1360
DALLAS C. C. Ross, Central 6454
DETROIT P. L. Gundy, Temple 1-5500
JACKSONVILLE W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO. R. B. Uhrig, Baltimore 1644
LOS ANGELES R. B. Thompson, Angelus 3-7283
MINNEAPOLIS W. G. Pree, Geneva 1621
NEW YORK F. C. Sweeney, Watkins 4-3000
PHILADELPHIA G. I. Jones, Walnut 2-5405
PITTSBURGH R. F. Grossett, Allegheny 1-4100
RICHMOND E. C. Toms, Richmond 7-3491
SAN FRANCISCO K. G. Morrison, Market 1-5131
SEATTLE D. I. Craig, Main 4635
ST. LOUIS J. P. Lenkerd, Newstead 4700

looking for something?

if it's about radio....

look in the 1950 BROADCASTING YEARBOOK

mail now! .....

BROADCASTING ● TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

☐ ⅛ PAGE $70 ☐ ¼ PAGE $120 ☐ ½ PAGE $200 ☐ 1 PAGE $350 ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers. Position based on priority of reservation.

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

SIGNED BY_____

FINAL AD DEADLINE: DEC. 1st 1949 -:- GUARANTEED CIRCULATION: 17,000

ADVERTISING DEADLINE DEC. 1

GUARANTEED CIRCULATION 17,000

Every important national and regional radio buyer of consequence uses BROADCASTING's YEARBOOK for year-round reference. Why? It combines important copyrighted material with indispensable data that key buyers use regularly ● Integrated State Directory of all AM-FM-TV stations ● Radio & TV Billings ● Media Costs ● Analysis of 1949 Radio ● Spot Advertisers ● Agencies Program Ratings ● Network Analyses ● And hundreds of other fact-packed departments. Your single yearbook ad is a veritable 12 months' campaign!

VISIT of O. Parker McComas (3d from r), president of Philip Morris & Co., to NBC *This is Your Life* (sponsored by the cigarette firm) resulted in this lineup. They are (l to r): Ralph Edwards, program m.c.; Floyd Wayne, West Coast head of Philip Morris operations; George Harris, head of southern territory for cigarette firm; Mr. McComas; Sidney N. Strotz, NBC administrative vice president in charge of television and Western network; Jack Runyon, manager of Hollywood office, Biow Co.

FARM RADIO SURVEY

Small Stations Need Program Aids, Ill. U. Finds

LARGER stations (5 kw and up) have ample facilities for farm broadcasting in most cases, but the smaller stations (less than 1 kw) need the scripts and transcriptions which agriculture colleges can supply. These facts were found in a survey just completed by the U. of Illinois College of Agriculture, in a project designed to bring the status of farm radio in the Illinois primary coverage area up to date.

For its report, the college sent questionnaires to managers of all Illinois stations listed in the BROADCASTING 1949 YEARBOOK, except those in Chicago, and also to stations in Indiana, Kentucky, Missouri and Iowa, which primarily serve Illinois. A 64% average of mail returns was realized.

Data was sought on the present activity in farm broadcasting by the stations, analyses on extension services already supplied the stations and suggestions for improving and expanding the college's services. The survey is to be used as a guide in the future planning of radio activity by the college, which now sends transcriptions and special scripts on farming to individual stations.

Few of the smaller stations have farm directors while most of the larger stations not only have their own farm directors but also can provide much of the transcription features and news itself, the survey found.

The report states: "It is becoming increasingly evident that stations serving rural Illinois want to do an even more effective job of farm coverage. A number of stations have requested additional transcription services, increased farm news services, helps on farm program planning, and special reports and interviews. The college . . . recognizes these needs and is developing plans to meet them."

Comments and answers to questions asked on types of programming, station-farmer relations and future needs were tabulated in the report as background material for the college's future program. A good many of the stations felt that a greater stress on local problems should be made in transcriptions and other services. The use of local farm advisers in interviews also was pointed up.

Feature

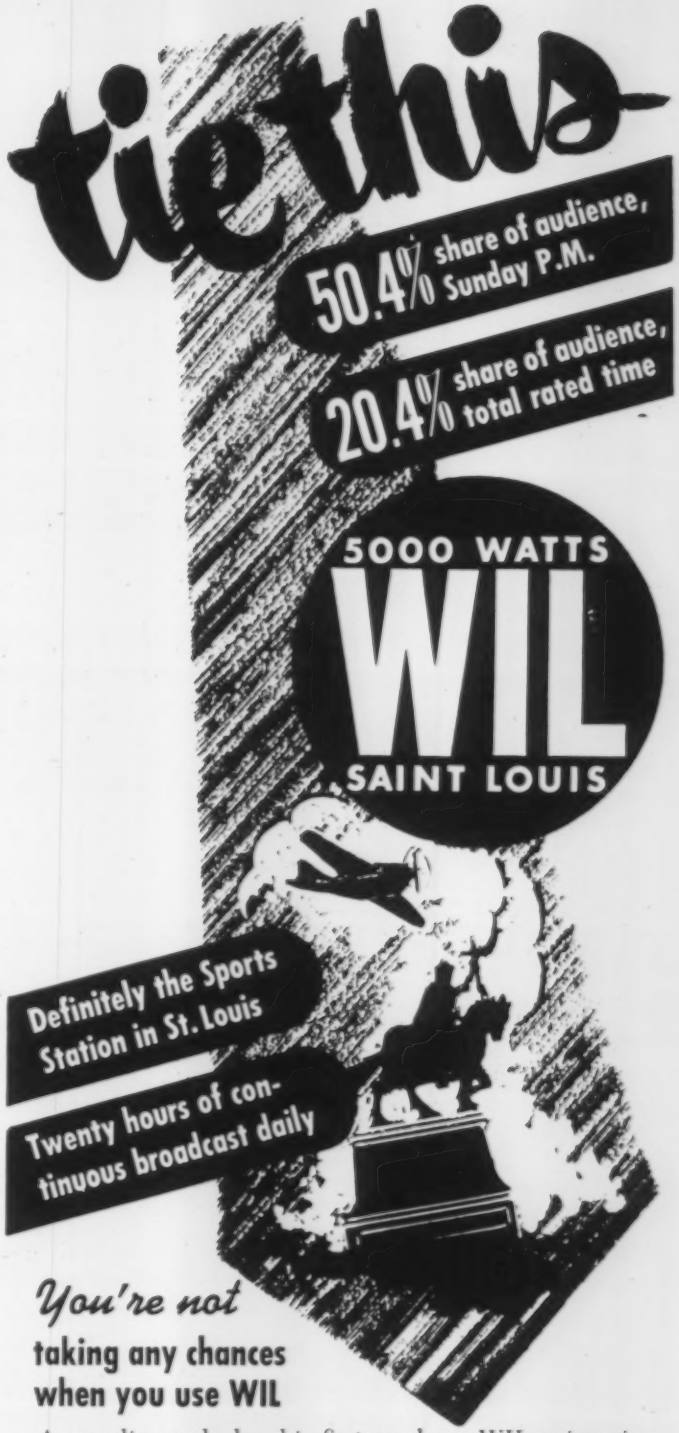
(Continued from page 16)

sponsored by local community organizations.

Sponsor of the Grady Cole show, Duff's Mixes, distributed samples of its products and tied-in with a balloon ascension held the first three days of the Fair. The entire Fair crowd was admitted free to the grandstand enclosure for the event "by courtesy of Duff's." On one of the jumps, the balloonist parachuted into the Fair grounds lake with the theme "with Duff's you just add water."

WBT set up its makeshift studio on a platform in the main exhibition hall of the Fair. To add background, a news machine ran at full speed and an array of mikes was used. Many of the audience saw live broadcasts of their favorite WBT shows for the first time.

In addition to the Grady Cole show, WBT broadcast the following talent: Arthur Smith and his Crackerjacks; M. C. Fletcher Austin; *Street Man Show* featuring Kurt Webster; Briarhoppers, mountain music - makers; Jack Knell, station's news editor giving his commentaries; Clyde McLean, newsman who presented newscasts; Lee Kirby, sportscaster of Duke U. games who presented *Sports Spotlight*, and Larry Walker and the Johnson Family, Columbia recording folk artists (*Carolina Calling*, Sunday show). Added attraction was "Sunset" Carson, champion cowboy and pistol shot.


tie this-
50.4% share of audience, Sunday P.M.
20.4% share of audience, total rated time
5000 WATTS
WIL
SAINT LOUIS
Definitely the Sports Station in St. Louis
Twenty hours of continuous broadcast daily

You're not
taking any chances when you use WIL

An appliance dealer, his first week on WIL using six ¼ hour periods, sold $7500.00 worth of advertised product business. His series cost him $184.74. This is just one of the many successful stories of RESULTS on WIL that offers more security for your Advertising Dollar.

Include WIL on your schedule. WIL has the coverage; St. Louis has the sales potential. WIL has the mail pull. WIL and St. Louis will show you results for a cost that your product or company can afford.

WIL • HOTEL CHASE • ST. LOUIS, MO.
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KWKH has had 24 years of experience. We have supplemented our CBS network features with superb "live" programming, geared to *Southern tastes*. We have Know-How. . . . The result is that KWKH gets *top Shreveport Hoopers* for Total Rated Periods, Mar.-Apr. '49. . . .

It's 70% greater in the Morning
7%, in the Afternoon
47%, in the Evening!

Yet Shreveport is only a fraction of our total coverage. KWKH comes in strong and clear throughout our booming four-state area and gets an even larger and more loyal *rural* audience.

Let us send you all the facts, *today!*

KWKH

SHREVEPORT **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 18 WASHINGTON, D. C., OCTOBER 31, 1949 $7.00 A YEAR—25¢ A COPY

BASEBALL PROBE

Justice Suspends Action; Eyes New Major Rules

AN EASING of professional baseball's policies on play-by-play broadcasts and telecasts was announced by the Justice Dept. last Thursday as the upshot of its long-standing investigation based on broadcasters' complaints of restrictive practices.

The department said "substantial changes" had been made in major league broadcasting and telecasting rules "in an effort to eliminate the causes of complaints," and that the investigation was being called off until the effect of these changes can be evaluated.

The revisions, restricting local clubs' veto power over the local broadcasting of other games, follow substantially the pattern reported exclusively in BROADCASTING when negotiations between the Justice Dept. and baseball authorities were in progress two months ago [BROADCASTING, Aug. 15].

The new policy also will require that the network buying the rights to the annual World Series or All Star games shall make the broadcast or telecast available, on a sustaining basis, "to any independent radio or television station serving an area inadequately served by the network or affiliated stations."

Pay Line Charges

Under this arrangement, which was followed in the World Series earlier this month, the independent station will have to pay for its own coaxial or telephone lines.

Chief target of the broadcasters' past complaints—and of the department's investigation—was a major league rule forbidding the broadcast or telecast of the games of one major league team by any station within the "home territory" of another team, major or minor, except with the home team's permission. "Home territory" extends for 50 miles from the home park.

The revised rules, as reported by Justice, make plain that:

● "During the period it is playing a home game, and only during such period, the local major or minor league club may object to the broadcast or telecast of the game of a major league club from a station located within the local club's territory.

● "Likewise, during the period that the local club is telecasting one of its road games, and only during such period, it may object to the telecast of a game by a major league club from a station located within the local club's home territory."

The revised rules also make clear that a local club has no power to "sell" its consent to the broadcast of another club's games.

"It will not be necessary for a station to pay the local baseball club for the right to broadcast or telecast games played by other clubs," the department declared.

Nor will a local club have any power to designate which station or which sponsor shall handle the local broadcast or telecast of games of "outside" clubs.

Broadcasters' first reactions to the department's announcement were varied. Some regarded it as "a step in the right direction." Others regarded it as Justice Dept. sanction of restrictive practices.

The Justice Dept. said it was "hoped" the revised rules "will eliminate past restrictive practices and greatly broaden the opportunity for radio and television stations to carry games of major league clubs in territories outside their respective home territories."

Attorney General J. Howard McGrath said "both the fans who desire to hear or see baseball broadcasts or telecasts, and the businessmen engaged directly or indirectly in bringing these broadcasts and telecasts to the public, are entitled to freedom from unreasonable restraints. It is hoped that the changes which have been put into effect as a result of the department's investigation will have this effect."

Herbert A. Bergson, assistant attorney general in charge of the anti-trust division, served notice that the department will keep an eye on baseball's radio-TV practices and "may take appropriate action" if there is evidence of restraint in the future.

The revised rules impose somewhat greater restrictions on club's veto power than was anticipated in earlier Justice Dept. negotiations. At one time complainant stations were sounded out for their views on a plan which would give the local club final say-so on the importation of broadcasts and telecasts not only whenever its own team was playing at home but also when its away-from-home games were being broadcast or telecast at home.

Stations which had filed complaints included WARL Arlington, Va.; WISR Butler, Pa.; KHMO Hannibal, Mo.; WSAY Rochester; WDXB Chattanooga; WDIA Memphis; KLIF Dallas; WATL Atlanta, and WSOY Decatur, Ill. Complaints included charges that:

● Many baseball clubs allegedly used their "veto power" to prevent broadcasts in their home territories of games by other clubs.

● Some minor league clubs required local stations to pay them for the privilege of carrying games played by other teams.

● Others granted limited con-

(Continued on page 81)

RESEARCH PLEA

Get True Measurements—Beville

AN URGENT plea for radio researchers to stop duplicating measurements of family group listening and to provide comparable measurements of listening away from home and on extra home sets was made Wednesday by H. M. Beville Jr., NBC director of research.

Mr. Beville

Speaking at the eighth annual luncheon given by The Pulse Inc., radio research organization, for agency, station and network research executives, Mr. Beville charged that in concentrating on family listening, research has failed to measure the true dimensions of the radio and television audience.

"Radio research techniques have been largely built around the concept of the radio family as a cohesive unit with the assumption that all radio listening takes place in the home," he stated. "However, this is no longer the true situation. With an estimated 20 million receiving sets available for listening outside of the home, how can a home measurement possibly record all of the listening which is done?

"Does the fact that no one answers the telephone at a given moment in the home indicate that no member of that family is listening to the radio in someone else's home, in a public place, a place of business or an automobile? Of course not.

Cites Recording Device

"Does the fact that a home set recording device shows no usage during an evening mean that no listening was done by members of that family during the course of that evening? The answer is, of course, 'No.'

"Can a . . . recall interview in the home account for all the listening by all members of the family for the preceding period? I don't think so."

Mr. Beville cited a number of special studies showing that rush-hour auto listening adds a quarter of a million listeners, a 14% bonus, to the New York home audience; that more than 40% of radio equipped cars on the streets of Chicago had their radios on; that 12% of the total population of Washington listened to car radios for an average of 50 minutes a day.

"Actually," he continued, "listening at work and in other people's homes are each of as great importance as auto listening in providing away-from-home audiences. He reported that a recent study made in Springfield, Mass., and Des Moines, Iowa, showed that, on an average day 28% of the adults did some outside listening; 5% of the sample listened only outside the home; the average amount of daily outside listening was 27 minutes; away-from-home listening accounts for more than one-third of the total listening of the outside listener group.

Mr. Beville praised The Pulse for inaugurating a regular quarterly survey of the out-of-home radio listening in New York, the first such service on a regular basis (see story page 37). From the first Pulse study of this type, made in August, Mr. Beville cited the following highlights:

"Twenty-four percent of all per-

(Continued on page 81)

SOME members of the Assn. of American Advertising Agencies' time-buyers committee with their hosts at a meeting in New York to launch the new "Spot Radio Estimator," just published by the National Assn. of Radio Station Representatives, are (l to r): Seated—Beth Black, Joseph Katz Co.; Linnea Nelson, J. Walter Thompson Co.; Lewis H. Avery, president, Avery-Knodel Inc., and chairman of NARSR publication committee; Ruth Jones, Benton & Bowles, and Dan Denenholz, the Katz Agency Inc.; (standing)—T. F. Flanagan, managing director, NARSR; Frank Silvernail, BBDO; Alvin Kaplan, Kaplan & Bruck; Henry Clochessy, Compton Advertising Inc.; Hanque Ringgold, Edward Petry & Co., and Frank Barton, Federal Advertising Agency.

SPOT RADIO

NARSR Issues Estimator

TO AID buyers of radio time in rapidly calculating the cost of a spot radio announcement or program campaign, the National Assn. of Radio Station Representatives is issuing today (Oct. 31) a "Spot Radio Estimator."

The 68-page volume, plastic bound and with a gay red and blue cover, consists chiefly of tables showing the cost of half-hour, quarter-hour, one-minute and station break daytime periods for the most expensive station, the average of network affiliates and the average of non-network stations by individual city (for 1,160 U. S. places), station, state and region, by metropolitan markets, and by population groups. Data cover AM stations only, omitting FM and TV outlets.

Each listing also shows the number of network and non-network stations in the city or area and the population. Each table is accompanied by an explanation for the conversion of the daytime one-time rates listed for other times of day and for contract periods with their frequency discounts.

The tables show that a single daytime station-break on a non-network station in Brigham, Utah, can be purchased for $1.50. The average of the non-network stations in New York, however, for a one-time daytime station break is $22, while the same spot cost averaged among that city's network affiliates is $95.75. One can cover the country with a daytime station break on one non-network station in each of 1,005 places for a total cost of $2,595. A half-hour program on the highest priced station in each of those places would cost a total of $37,729.

The tabulations in the volume were made by Statistical Tabulating Co., using rates as published by Standard Rate & Data Service.

CLEARS

Shouse's Power Proposal Hit

PROPOSAL by James D. Shouse, Crosley Broadcasting Corp. vice president, that broadcasting may have to lower its program standards as TV competition increases unless the FCC raises the 50 kw power ceiling [BROADCASTING, Oct. 10], brought several sharp reports from official and industry sources. Mr. Shouse has been outspoken in commenting on controversial matters in his occasional public addresses.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, commenting on some sharp reactions contained in a letter by S. A. Cisler, WKYW Louisville, said he saw "one significant admission" in the Shouse speech.

This admission, he wrote Mr. Cisler, is Mr. Shouse's statement that the big stations must get bigger even if it is at the expense of the smaller stations.

"I believe this is the first public admission by one of the clear-channel lobby boys that super-power really means what some of us have always contended it means—the death of the smaller stations competing in the same area," Sen. Johnson told Mr. Cisler.

In the past the clear-channel stations have contended that radio station operation with 250,000 w or more would not harm a hair on the head of smaller competitors, Sen. Johnson noted, adding "Now, Mr. Shouse inferentially tells us boldly that even if it means the death of the small station, the big clear channel station must have 250 kw or more."

Sen. Johnson observed that his committee had continually advocated breakdown of Class 1-A channels and "will keep pressing for legislation" because of the importance of television allocations.

He said last week:

"We've got to put radio's house in order. The clear channel issue is most important primarily because of the advent of television. The question must be settled and settled very quickly."

Sen. Johnson, author of a measure (S 491) to break down the clears and prohibit power in excess of 50 kw, said FCC hadn't indicated to him a decision, one way or another, in recent weeks. But he promised action in the next session, though he couldn't say whether hearings would be necessary. Senate commerce committee held hearings last year on the clear-channel question.

Cisler's Contention

Mr. Cisler wrote BROADCASTING, in reply to the Shouse speech, that "mere power increase won't make any kind of a station better. It all rests in programming. That is why many a 250-watter and 1,000-watter is running the powerhouse network outlets out of the Hooper tables.

"The deterioration of program standards and quality of advertisers begins in the ranks of many of our powerhouse stations. It is well and commonly known that many a 50,000-watter is taking P. I. deals. Many a powerhouse is running a class of advertiser with copy that would be abhorred last year. But many a small station is maintaining its rates and standards. We do not have a TV rathole into which we pour every dollar we can scrape up. We may do less gross business but we will still run a good station and have our principles of what is good radio in the long run."

Referring to Mr. Shouse's views on TV, Mr. Cisler said it reminded him of the 1923 prophecies that radio would replace schoolrooms, libraries, salesmen, politicians, newspapers and magazines yet all these institutions are now flourishing. He called TV another good entertainment that "will get its share of the advertising dollar so long as it is good."

Mr. Cisler said "the big AM boys" must fight "for their AM dollar and then turn right around and ladle it out wholesale to the TV station. Desperately they seek another advantage over their smaller AM competitors, say, a million watts."

He predicted advertisers will buy the media they can afford, referring to rising time charges as TV circulation rises. Network radio has been pricing itself out of the market, he continued.

Ranulf Compton, president of WKDN Camden, N. J., 1 kw daytime station on 800 kc, termed the speech "the kind of talk that can encourage and promote the present socialistic government to continue attack on big business because it is big. He doesn't seem to realize he may be digging his own grave."

Independents aren't "crying" about the TV threat, he said, but are "bending our efforts to do a better job of programming and selling at home. TV will have to do more than it now promises if it expects to supplant the hundreds of local stations in the land."

James W. Gerrard, president of KRNO San Bernardino, Calif., 250 w outlet on 1240 kc, predicted "both Congress and the FCC will refuse to subscribe to the Shouse doctrine of 'feeding-the-fat—starving the small.' Be assured that the small independents and low-powered net affiliates of this country will still stand by to do their irreplacable job of local community service and vital programming direly needed in their respective locales."

W. J. Page, general manager of WABZ Albemarle, N. C. (1 kw day on 1010 kc), said "the weaker stations are here to stay. Any town that can support a good bi-weekly newspaper can, and will support a good radio station . . . giving the farmers important weather data, local news as it happens, good recorded music, local sports events and local public service.

Mr. Page added, "We know of one 50,000-watter that pounds into this area at night that does nothing but play hillbilly music and pull P. I. deals that are in competition with the local merchants, and I have yet to hear a single public service announcement."

NAB DISTRICT 3 *Joins Dist. 4 on NARBA Issue*

By J. FRANK BEATTY

THE broadcasting industry's fight to protect itself from Latin-American channel raids at the Montreal NARBA conference continues to gather momentum.

NAB District 3 (Pa., Md., Del.) last week joined District 4 in demanding that government delegates at the Montreal treaty-making session resist Cuban and Mexican frequency grabbing at the expense of U. S. stations (see story, this page). District 4 had called for imposition of sugar sanctions as well as passport and currency restrictions against the Latin countries [BROADCASTING, Oct. 24].

District 3, meeting at Skytop, Pa., directed its NARBA ultimatum via NAB's headquarters. It called on the association, through President Justin Miller, to take immediate steps to protect U. S. interests at Montreal. Instead of demanding specific economic and diplomatic sanctions, District 3 took the position that the specific form of action was a matter for government officials to decide.

The district adopted a resolution recognizing that the entire broadcast band is in grave peril at the Montreal conference. It was not deterred by suggestions that broadcasters remain silent on the theory that plain-speaking might upset delicate diplomatic maneuvers at Montreal.

NAB President Miller was given personal instructions, under the resolution, to take positive action to protect present facilities and future broadcast requirements.

Coleman Presides

George D. Coleman, WGBI Scranton, Pa., District 3 director, arranged the meeting and presided at general discussions.

In bringing the touchy NARBA crisis before the meeting, Judge Miller said the U. S. delegation at Montreal apparently was surprised that a group of broadcasters had shown the courage to speak for themselves. He referred to the strong resolution adopted by District 4 at Pinehurst.

Mexico is not at the Montreal NARBA conference, and Cuba had submitted demands that affect many U. S. stations, he said. Cuban and Mexican delegates, he added, have apparently been surprised at the willingness with which U. S. negotiators at recent conferences have been willing to give away our frequencies.

Two results of a weak U. S. position at Montreal were cited by Judge Miller.

First, if the delegates give away some of our frequencies, broadcasters must go through difficult and expensive reallocation including costly directional antenna work.

The other result, he explained, would be a frequency war in which this country would have the advantage of know-how and could blanket other nations with interference. This, too, would be expensive and unpleasant.

TWO NAB DIRECTORS and NAB President Justin Miller were guests at Scranton, Pa., joint luncheon clubs prior to NAB District 3 meeting at Skytop, Pa. Judge Miller (l) addressed group. Others are (l to r) George D. Coleman, WGBI Scranton, District 3 director; Clair R. McCollough, WGAL Lancaster, Pa., NAB director-at-large; Carlin O'Malley, district attorney of Lackawanna Co.

* * *

Judge Miller told broadcasters the recent NAB *Primer on International Broadcasting*, prepared at the board's direction by Forney Rankin, NAB's government relations director, is the first picture ever given in this country of the international allocation problem.

Referring to British Broadcasting Corp. and other state-operated systems, he said the BBC extensively advertises British business and industrial products.

"They just do it in a different way," he said.

News of the U. S. District Court's invalidation of the Pennsylvania Board of Censors' attempt to draw television into its film control (see story page 45), drew the district's commendation Thursday. A resolution was adopted praising five Pennsylvania stations and NAB for their successful participation in the legal battle that led to a court victory that will set a precedent for the entire nation.

Text of the NARBA resolution follows:

Whereas the proposed action of the NARBA conference gravely threatens the future of broadcasting in the United States,

Now therefore be it resolved that the NAB take positive action to protect the present facilities and future requirements of the United States broadcasters.

Work of the NAB Structure Committee, headed by Clair McCollough, WGAL Lancaster, Pa., was lauded by the district, as was the leadership of Judge Miller, and the cut in NAB fees.

The NAB board was urged to study plans for the future operation of an industry measurement bureau and then submit the plans to the industry.

Dr. Kenneth H. Baker was praised for his direction of BMB this year. Carl Haverlin, BMI President, and Richard P. Doherty, NAB employe-employer relations director, came in for commendation, as did Charles H. Tower, who

(Continued on page 40)

NARBA NOTE *Mexico Would Extend Interim Pact*

DELEGATES at the Montreal NARBA conference were told last week that Mexico, which is not participating, proposed six weeks ago that the Interim NARBA Agreement be extended "without reservations" until March 28, 1953.

The note's appearance had immediate effect on the delegates at the conference, now heading into its second month. The disclosure came in a letter belatedly presented to the conference by Carlos Maristany, former Cuban minister of communications and present director of the Office of Inter-American Radio (OIR).

While Mr. Maristany stated he was "complying at once with the Mexican Government request," the letter, dated Sept. 14, was enclosed with a transmittal note of Oct. 24.

According to the former Cuban government official, Mexico does not see a new agreement effected before March, 1953, and thus suggested an extension of the Interim agreement.

The Mexican letter said:

. . . I wish to inform you that as the Government of Mexico has requested the postponement of the Third NARBA Conference, it can be foreseen that a new agreement will not come into effect before the month of March, 1953, and if on the other hand it is not convenient to leave the use of the standard broadcast band in the North American Region unregulated until that time, the Government of Mexico proposes to the Inter-American Radio Office, under your charge, to the other interested states that the Interim Agreement signed in Washington be again put into force without reservations until March 28, 1953, unless a new Regional Agreement comes into effect before that date. . . .

If the statement could be regarded as a note of optimism toward a satisfactory solution of channel jumping, there remained the problem of Cuba's stand that it has the right to assign stations on any frequency provided it does not cause objectionable interference.

The Mexican statement followed closely on the heels of proposals to invoke economic sanctions against Cuba and Mexico to halt channel jumping. The proposals were made by NAB District 4 and forwarded to the conference [BROADCASTING, Oct. 24].

No explosive reaction to the NAB resolution was shown during the week by the foreign delegates at the conference. U. S. delegates feared the resolution would only serve to solidify nationalistic feeling among the various countries represented. Nevertheless, many of the delegates were amazed that the resolution was based upon what they consider incorrect information.

Latin and other delegates boldly maintained Mexico definitely was not a channel jumper and that it has never violated a NARBA agreement. Exception to this, they

(Continued on page 42)

* * *

TAKING part in NARBA proceedings at Montreal are these high officials (l to r): Dr. Eduardo Estrella, consul general, Dominican Republic; Hon. Fletcher Warren, U. S. Ambassador to Paraguay, chief U. S. technical adviser; FCC Comr. Rosel H. Hyde, U. S. chairman.

Augmenting 'Gibraltar's Strength'...

By FLORENCE SMALL

IN THIS, its tenth year in radio, the Prudential Insurance Co. of America, Newark, is using two network shows as potent "advance men" for its more than 20,000 field representatives throughout the country. Radio, for a decade, has created sales and promoted public relations for the firm in a measure far beyond that of any other medium.

Prudential's rewarded faith in the value of radio as a flexible and hard-hitting ally is aptly illustrated by the fact that 70% of its overall advertising budget currently is allocated to the medium, with the other 30% designated for newspapers. The organization's yearly radio budget is estimated at $1,800,000.

It was Chester Bowles, then partner of Benton & Bowles, who first convinced Carrol M. Shanks, at that time general consultant to Prudential, and now president of Prudential, of the untapped possibilities of radio as an instrument of sales, good will and indoctrination.

The successful embodiment of those principles is evident in the careful copy approach that characterizes the two shows the firm now is sponsoring—*The Family Hour*, Sunday, 6-6:30 p.m. on CBS and the *Jack Berch Show*, five times weekly, 11:30-11:45 a.m. on NBC.

Appearing personally on one of the programs recently, Mr. Shanks represented the company's philosophy well when he said: "It is the business of the Prudential to enable a man to achieve financial security for himself and his family —financial security that is guaranteed whether he survives or not. The Prudential provides the means by which you, through your own efforts, and aided by one of our grand body of agents, can make yourself—and those who are dependent on you—more secure, more self sustaining, more financially independent.

"Accordingly," Mr. Shanks concluded, "one of our purposes here on Sunday (on *The Family Hour*) will be to describe the many ways in which the Prudential can help you."

* * *

THAT these program chats have been helpful has been demonstrated dramatically and beyond dispute by the listener response.

For example, one Sunday on *The Family Hour*, the message explained that ". . . the benefits in your life insurance policy can be mighty important to you and your family. And the Prudential wants you to fully understand the nature of these benefits. One of these benefits is called extended insurance. It provides that if you are forced to stop paying premiums, the value of your policy will be used to extend the life insurance protection. . . . But for a limited period only. If death occurs before that period expires, the Prudential pays the amount of insurance to your beneficiary. After the period expires, your policy would, of course, provide no further protection for your family."

THE 1949-50 season was launched Oct. 2 by Irene Dunne, star of radio, stage and screen, who re-enacted her film success in a radio adaptation of "Love Affair." Conferring backstage are (l to r) Harry Ackerman, CBS vice president and director of network programs, Hollywood; L. T. Steele, vice president, Benton & Bowles; Miss Dunne, and Howard S. Meighan, CBS vice president and general executive.

The broadcast was followed by a deluge of calls to Prudential agents throughout the country seeking further information on the subject, and requesting counsel in adhering to the details of the provision.

Recently a doctor in St. Paul called his Prudential agent early Monday morning and confided that he had heard the Prudential *Family Hour* on Sunday but wasn't aware of the type of insurance for child education mentioned on the show. The agent explained the details of the policy and the doctor immediately purchased one for his child.

The doctor was but typical of a host of other listeners who responded that Monday morning.

Respect for Prudential Is One Aim

Prudential uses radio to "create attitudes toward the company," M. E. (Mike) Carlock, vice president and account executive on Prudential for Benton & Bowles, told BROADCASTING. One of the goals of the radio shows is to gain respect and trust for Prudential. "We use network radio," he concluded, "because it covers the ground better and costs less money."

Convinced of the potency of its commercial messages the company and its agency yet realize that the fruits of those messages grow well only in the soil of a good program and a consequently responsive audience.

* * *

THE record of Prudential as to audience response is a formidable one. In 1941 on *The Family Hour*, copies of the 12-minute skits dramatizing the lives of great composers were offered to the public. An average of more than 40,000 requests were received for each skit.

Today, eight years later, copies of those skits are still being solicited by listeners.

25,000 Responded To Booklet Offer

On one broadcast, copies of the program's theme song, "Bless This Home," were offered for distribution. More than 25,000 persons responded to the offer.

A more recent promotion featuring health booklets, offered once on *The Family Hour* and about three times on the *Jack Berch Show*, also drew a response of 25,000 letters.

Another promotion giveaway on the *Jack Berch Show* involved his theme song, "I'm a Whistlin'." The

GIVING the script the final once over for the *Family Hour of Stars* are (l to r) Carrol M. Shanks, president of Prudential; Clarence Goshorn, president of Benton & Bowles, and the stars for the night, Gregory Peck and Ginger Rogers.

. . . Prudential Salutes Radio's Role as an Advance Salesman

TAKING her turn at the mike is Rise Stevens, soprano star of CBS' *The Family Hour.*

PRUDENTIAL Insurance Co. of America, which unhesitatingly allocates 70% of its advertising expenditure for radio, knows the power of the medium. This ten-year radio veteran has found the results more than justify the $1,800,000 annually put into its two network shows. And the company's executives are not the least bit reticent to applaud radio's ability to spread good will as well as to sell policies.

"We use network radio because it covers the ground better and costs less money," is the opinion of M. E. (Mike) Carlock, energetic vice president and account executive for Benton & Bowles who handles Prudential.

The shows that are currently spelling this success: The Family Hour on CBS, Sundays, 6-6:30 p.m.; the Jack Berch Show, five times weekly on NBC, 11:30-11:45 a.m.

requests poured in by postcard and letter until at the end of two weeks over 10,000 copies had been mailed to listeners.

Again on the *Jack Berch Show* a pocket dictionary offer elicited more than 45,000 requests.

Wherever possible the radio promotion pieces are tied in somehow with Prudential's family of field men. In the case of the dictionaries, the item was delivered personally to the listener by the agent in that territory, thus affording a face-to-face meeting with a prospective client already exposed to the effective indoctrination of the radio program.

* * *

PRUDENTIAL used radio for the first time in 1939 when it sponsored the daytime serial *When a Girl Marries*, on CBS, aimed at the woman's audience exclusively. In 1941 the company shifted to a musical program in an attempt to capture the attention of the entire family. That was the first *Family Hour*. An outstanding program, it featured Gladys Swarthout and Deems Taylor with Al Goodman's orchestra and chorus.

Winning critical plaudits and popular acclaim, the musical format was retained for seven years when it veered last season to an equally distinguished dramatic pattern. Six of Hollywood's best known performers were signed to appear in rotation on a series of original dramatizations. This year the program content was amended to include adaptations of legitimate plays exclusively.

The sextet of stars in *The Family Hour* rotation are Irene Dunne, Dana Andrews, Jane Wyman, Loretta Young, Kirk Douglas, and Ronald Colman.

The show is directed by Murray Bolen. Carmen Dragon is the musical director and Frank Goss is the announcer.

When *The Family Hour* had been on the air for four years and the principle of family saturation had been well established, Prudential sought to beam to specific areas of its listenership as well.

The early days of its experience with radio were recalled and part of its emphasis was again shifted to the housewife. It was reasoned that it is the housewife who generally pays the periodic premiums, and it is from her that the spur to new policies frequently emanates.

* * *

FOR a show that would appeal to women, the company turned to a personable young singer with an informal conversational manner named Jack Berch. Together with Eddie Dunn and a musical trio he now appears five times weekly on NBC.

The commercials on that show, delivered by Mr. Berch himself, are chatty and colloquial as distinguished from the more formal and direct messages on *The Family Hour*, but they, too, are devised to bring information to the listener. They emphasize not only the need for insurance coverage, but also the exact provisions, rights and privileges allowed in the Prudential policies.

Complementing the welfare nature of his product, Mr. Berch has launched on his program a campaign to recruit volunteers for welfare services generally.

The unique public service plan was conceived as an effective means of promoting all welfare causes at one time, as well as helping individual charities in local communities. As a direct result of a single 55-second appeal, hundreds of volunteers were recruited for all phases of welfare work.

The singer also has a daily "heart-to-heart" appeal for unfortunates. Recently when he spoke of a young scarlet fever victim, listeners expressed their sympathy and identification by sending to the child 7,500 cards, letters and toys.

Nor has Mr. Berch's success gone unnoticed by the firm's field men. At a recent sales meeting in New York he was thanked publicly for "helping to sell Prudential." The men in the field have come to regard him, together with the stars of *The Family Hour*, as one of the indispensables in a team that has conquered a market by conquering a medium.

George Potter, vice president and advertising manager for Prudential, said it well when he said simply: "Radio has done a splendid job for Prudential. A splendid job."

* * *

GEORGE POTTER, vice president and advertising manager of the Prudential Insurance Co. of America, who stoutly asserts: "Radio has done a splendid job for Prudential . . . a splendid job."

FEATURED on *The Jack Berch Show* are (l to r) George Wright, organist; Tony Mattola, on the guitar; Charlie Magnante, at the accordion; Jack Berch, star of the show, and Eddie Dunn, announcer.

IVOR KENWAY
Heads ABC New Business; Oberfelter Promoted

IN a move to develop greater use of broadcast advertising by seasonal or periodic advertisers who in the past have turned to printed media rather than to radio, Ivor Kenway has been transferred from his post as ABC vice president in charge of advertising, promotion and research to the newly created position of vice president in charge of new business.

* * *

He becomes a member of the network's sales department, reporting to Fred Thrower Jr., vice president in charge of sales.

Concurrently, Theodore I. Oberfelter, who has been director of advertising and promotion under Mr. Kenway, moves up to top position in the department. He will report directly to Robert E. Kintner, executive vice president.

Mr. Kenway joined ABC in January 1944 as special assistant to the network's executive vice president. He came to radio after 21 years with Devoe & Reynolds Co. During that time he had served the paint concern successively as salesman, branch manager, southern sales manager and advertising manager.

In June 1944 Mr. Kenway was named advertising manager of ABC and in January 1948 he was appointed to the vice presidency of the network's advertising, promotion and research department.

Mr. Oberfelter joined ABC in February 1945 as director of audience promotion. In June, 1946, he was named assistant director of ABC's advertising and promotion, and a year and a half later, in December 1947, he was advanced to director.

Mr. Oberfelter

Mr. Kenway

SALES CLINIC
Ohio Group Meets Nov. 9-10

ANNUAL sales clinic of the Ohio Assn. of Broadcasters will be held in Cleveland Nov. 9-10, with outstanding radio and agency officials scheduled to address a number of forum sessions, the OAB has announced. Carl George, president of WGAR Cleveland and head of OAB, will be in charge of the clinic, to be held at the Statler Hotel.

Purpose of the sessions is to provide station salesmen with practical information to do a better job for themselves, their employers and their customers. A luncheon address by Stephen A. Douglas, sales promotion director of Kroger Co., Cincinnati, will open the two-day discussions. OAB holds two clinics a year, the other devoted to management problems.

Other speakers scheduled include Bob Dailey, radio director, McCann-Erickson, Cleveland; C. Robert Thompson, station director, WBEN Buffalo; Frank Headley, president, Headley-Reed; Joseph L. Brechner, general manager, WGAY Silver Spring, Md.; Frank Kolb, president of Cleveland Sales Executives Club and assistant sales manager, Cleveland Electrical Illuminating Co.; Beth Black, timebuyer and account executive, Joseph Katz Adv. Agency, and Dr. Kenneth Dameron, Ohio State U.

TOY PRODUCTIONS
Xmas Campaign Planned

FIVE weekly quarter-hour or ten-minute recorded music programs will be used on seven stations in three cities by Toy Productions, Hollywood, in the initial week of its five week Christmas promotion campaign, starting Nov. 7. [BROADCASTING, CLOSED CIRCUIT, Oct. 24]. Stations set are WINS WMGM WNEW WMCA New York; WJJD Chicago; WPEN Philadelphia; WCMB Lemoyne, Pa.

Firm plans to use during remaining weeks of campaign approximately 30 additional stations in six other eastern and Mid-Western markets that include Baltimore, Detroit, Pittsburgh, Washington, St. Louis and Cincinnati. Agency is Buchanan & Co., Los Angeles.

S. C. Group To Meet

ANNUAL meeting of the South Carolina Broadcasters Assn. will be held Jan 6-7 in Columbia, S. C., according to B. T. Whitmire, WFBC Greenville, S. C. James W. Hicks, WCOS Columbia, is program chairman. Emphasis will be placed on sales at the two-day meeting.

FCC Actions

FINAL decisions authorizing one new AM station and improved facilities for two existing stations, and routine grants for nine new AM outlets reported by FCC. Nine stations granted transfers of ownership. One TV and three FM authorizations deleted. Details of these and other major FCC actions are given in FCC Roundup starting on page 79. Actions of the FCC begins on page 72.

PEPSI-COLA
Winter Hiatus Planned

PEPSI COLA, New York, is the latest radio advertiser to follow the newest trend of a winter hiatus.

The soft drink firm is taking the hiatus on its network show, *Counterspy* on ABC effective Oct. 20 for 10 weeks. By agreement the network may sell the time and show to another sponsor in that period.

The reasons for the unusual move are that (1) it is the end of the fiscal year and thus the organization will be able to save money on its advertising budget and, (2) the hiatus occurs during lowest sales because of cold weather.

Biow Co., New York, is agency.

RELIGIOUS DRIVE
Undertaken by Ad Council

THE ADVERTISING COUNCIL last week announced its newest campaign—religion in American life—and urged the support of the industry. The drive, in cooperation with the United Church Canvass, Federal Council of Churches and other religious organizations, will run from Nov. 1 through Nov. 24, Thanksgiving Day.

Intensive radio support is scheduled during November. J. Walter Thompson Co., New York, is the volunteer agency.

Drawn for BROADCASTING by Sid Hix

"You're in the wrong studio, the Gun Club broadcast is down the hall!"

CAPITOL PLANS
Combines Radio and TV

COMBINING its radio and television activities under one unit heading, Capitol Records Inc. last week announced the formation of the Broadcast Division, according to an announcement by Glenn Wallichs, President.

The move, according to Mr. Wallichs, "is an organizational expansion which has been initiated to strengthen our present and future activities in the radio and television fields."

Under this realignment, it was explained that all functions of the Transcription Division will be absorbed in the new Broadcast Division. Its key personnel will be Clifford E. Ogden, sales manager in charge of sales, station relations, promotion and advertising; Elmo Williams, chief of development and production of television film programs; Kenneth Nelson, program director in charge of transcription recording, repertoire and program service; Larry A. Robbins, productions and office manager in charge of contract service.

SET MAKERS HIT
FMA's Sellers Criticizes

"LACK of foresight" by some set manufacturers is working a hardship on many FM broadcasters and the public, and serves to overlook a "tremendous source of added income and profits" for set makers, Edward L. Sellers, executive director of the FM Assn., declared last Friday.

The FMA spokesman said "factual evidence" shows that "in many sections of the country public demand for a particular type of FM set has created a continuing shortage among dealers." The statement was issued following a check by FMA of current supply-and-demand figures for FM receivers in many parts of the country.

"Radio set manufacturers are courting economic suicide by stubbornly ignoring demand for thousands of FM receivers," Mr. Sellers asserted. He cited specific complaints by FM broadcasters charging unfilled demand; "possibility of a conspiracy to hold back development of FM"; back-order of FM models; inability of distributors for certain brand names to supply demands, etc.

"These facts cannot be ignored if the public's and the broadcaster's interests are to be served," the FMA director said.

Gundell Named

GLENN GUNDELL, advertising and promotion manager for the past five years for the *Saturday Evening Post*, has been appointed director of advertising and sales promotion for National Dairy Products Corp., New York, effective Nov. 14.

DOLCIN

Takes 12 Quarter-Hours Weekly On Full Yankee Network

WITH the signing of the Dolcin Corp. (pharmaceuticals) to one of the largest contracts in New England radio history, Yankee Network has reached a business peak, Linus Travers, Yankee's executive vice president and general manager, announced Tuesday.

The Dolcin firm has signed a 52-week contract, which became effective yesterday (Oct. 30), for 12 quarter hours weekly on the full Yankee Network, Mr. Travers said. The sponsorship includes six different programs for morning, afternoon and evening listening.

They are: *Marvin Miller*, human interest stories, Monday, Wednesday and Friday from 10:30 to 10:45 p.m.; *Cedric Foster*, news, Tuesday and Thursday, 1:45 to 2 p.m.; *Bill's Scrapbook*, poems and organ music, Monday and Friday, 8:15 a.m., and Saturday, 10:15 to 10:30 a.m.; *World News*, 7:15 to 7:30 a.m. on Wednesday; *Hymn Singer*, Sunday from 9 to 9:15 a.m., and *Deems Taylor Concert* on Sunday 1:30 to 2 p.m.

Mr. Travers said additional full Yankee Network advertisers — Habitant Pea Soup, Waleeco Candy Bars, Pertussin, Christmas Club and Hudson Paper—make the closing quarter of 1949 one of the most successful in the network's 26 years of operation.

KSFO-KCBS

Drop Frequency Swap

THE EXCHANGE of frequencies between KSFO and KCBS San Francisco, approved last year after eight years of proceedings before the FCC, has been called off by the stations.

They asked FCC last week to approve an assignment of KSFO's construction permit for 740 kc with 50 kw to KCBS (formerly KQW). The CBS-owned KCBS, now on 740, would then give up its grant for 560 kc, on which KSFO is now operating.

Associated Broadcasters Inc., licensee of KSFO and also of KPIX (TV) San Francisco, said its decision was based on a desire to "concentrate more fully upon development of television broadcasting." Columbia said the assignment would permit it to increase the range of local and CBS network programming in that area. KCBS currently operates with 5 kw and KSFO, an independent, with 5 kw day and 1 kw night.

The contract, signed by President Wesley I. Dumm for Associated and CBS Vice President Arthur Hull Hayes for KCBS, provides for KCBS to reimburse Associated for $18,232 in out-of-pocket expenditures related to its 740 kc grant and for assumption of KSFO's lease on a transmitter site.

KCBS estimated cost of construction of the 50 kw facility would be $339,837.

The frequency-exchange case dates to 1940, when the original applications were filed. The new contract permits termination by either party if FCC has not acted on it by Oct. 1, 1950.

WASK FIRE

Replacements from Gates

ALTHOUGH an early-morning fire Saturday, Oct. 22 destroyed the enlarged, modern studios of WASK Lafayette, Ind., station was back on the air the afternoon of the same day with a broadcast of the Purdue-Illinois game. O. E. Richardson, president and general manager, reported that the loss would reach $50,000, half of which is covered by insurance.

After three days of broadcasts from the station's Frankfort, Ind. studios, WASK was back on the air Wednesday from the burned-out Wallace building in Lafayette, but operations were carried on from its two old studios in a portion of the structure not as badly damaged as the modern top-floor six-studio suite. The latter was a total loss, including 10,000 records, three tape recorders, one wire recorder, an electric organ, three pianos and elaborate engineering equipment, such as a console speaker in each studio.

An all-night motor truck trip to Gates Radio Co., Quincy, Ill., enabled WASK to get back on the air from Lafayette Wednesday with new equipment. Mr. Richardson said cause of the fire, which started just prior to sign-on time Saturday, was undetermined. Station had occupied its new studios since May.

RICHARDS CASE

Not Affected by KMPC Sale

FCC last week indicated that the proposed sale of KMPC Los Angeles to NBC "appears to have no relevance to any motion for amendment of the issues" in its license renewal hearing on the G. A. (Dick) Richards stations and set Nov. 7 as deadline for filing of the request to change issues.

The pending sale to NBC for reported price of $1,250,000 [BROADCASTING, Oct. 17] was given as one reason for requiring further extension of time to file the motion which originally was due Aug. 18. Included in the renewal hearing on the three Richards' stations (KMPC, WGAR Cleveland, WJR Detroit) is an earlier proposed trusteeship plan for the outlets, worked out after the Commission called an investigation of a complaint by the Radio News Club of Hollywood alleging the broadcaster had ordered slanting of the news [BROADCASTING, April 25, Aug. 1].

AAAA Eastern annual conference [BROADCASTING, Oct. 10] speakers table group are (l to r): William S. Gittinger, CBS; Kerwin H. Fulton, Outdoor Advertising Inc.; Frank Braucher, Magazine Advertising Bureau; Harold S. Barnes, ANPA; Sylvester L. Weaver, NBC; Newman F. McEvoy, Newell-Emmett Co.

NARBA group at Montreal restaurant (l to r): Louis G. Caldwell, Clear Channel Bcstg. Service counsel; Mrs. Raymond Guy, wife of NBC radio-TV allocations mgr. and new IRE president, John Willoughby, acting FCC chief engr., Mr. Guy; T. A. M. Craven of Craven, Lohnes & Culver.

KJR Seattle Mgr. J. A. (Arch) Morton (r) is asked, "How does it sound to you?" as he is handed script by Seattle Chamber of Commerce Pres. Thomas M. Pelly during latter's rehearsal of his weekly quarter-hour *Mike-side Chat* in which he describes experiences as head of the business group.

WILBUR S. EDWARDS, asst. gen. mgr. of WEEI Boston, illustrates his address to Lever Bros. Co. sales executives and personnel with charts like this which, based on Pulse figures, show an increase of 9.1% in Boston area radio listening for March-April 1949 period over March-April 1948.

HARRY SEDGWICK, president of CFRB Toronto, makes sure his fish stories have proof. Scene of Mr. Sedgwick's piscatorial triumph is the International Tuna Tournament held in Nova Scotia each year. For the record, 576 lbs. of tuna were gaffed in four hours and 50 minutes.

MILESTONE in Puerto Rican radio is marked as WAPA San Juan Sportscasters Juan Maldonado (l) and Pedro Vasquez (center) leave for New York to originate their shows for clients Camel cigarettes and Northcool Clothing. They are seen off by WAPA Gen. Mgr. Harwood Hull Jr.

RADIO SELLS

Shaw Traces Histories at SCAAA

RADIO, like any advertising medium, can accomplish a selling purpose through intelligent use, William Shaw, assistant sales manager of Columbia Pacific Network, advised the Southern Calif. Advertising Agencies Assn. Oct. 24.

John Vrba, promotion manager of KTTV (TV) Los Angeles also addressed the group on television's successful usages.

Citing the case of a local advertiser with a limited budget who turned to radio first in 1934, Mr. Shaw traced the evolution of Day and Night Water Heaters' spot radio usage over 15 years. Explaining that the firm started in 1934 with six spots weekly over one Los Angeles station, he showed how the general public had been taught familiarity with the name, which had earlier only been known to distributors and dealers.

He pointed out that the time people buy water heaters is when they find that the present one they own has broken down. Accordingly, he said, the advertising strategy calls for familiarity with a name when the time comes to buy. Through the economical use of nighttime spots the company evolved a pattern since extended to every major market in the west, south and southwest where natural gas is used.

Credits Radio's Power

The company, through its agency, Hixson & Jorgensen Inc., credits radio with its growth since start of the campaign, and it now appropriates the backbone of its expenditures to spot radio, Mr. Shaw said. In addition the firm has adopted a policy of paying half of the cost where its distributors and/or dealers are willing to sign for a 26 weeks' contract. In fact the company points out that the only unsuccessful use of radio occurred in one market where the local distributor failed to stick with the medium beyond 13 weeks.

As an example of spending on a larger scale, Mr. Shaw pointed to the case of Peter Paul Inc. and traced the nature of the candy firm's approach and successful use of the medium. He showed the SCAAA membership that the candy maker found through research that its market was not children but adults, since the latter would spend 10¢ for a candy product. Further the survey showed that there was no one economic, interest or age group in candy buyers, but that it was bought by men and women alike in all categories.

With this in mind Peter Paul determined to use radio in as economical a way as possible, attracting the widest possible audience of adults. The decision made 11 years ago, was to use the period between 7 and 8 a.m. and 5 and 6 p.m. with a three-weekly frequency; the program format considered likely to attract the most adults was news. Peter Paul selected the Columbia Pacific Network. Today the firm is still using the same type of time periods, Mr. Shaw pointed out. In addition he said the formula had been extended to spot markets throughout the country.

The account is placed through Brisacher, Wheeler & Staff in the west and through Platt-Forbes elsewhere. Mr. Shaw pointed out that constant "keying" is done to measure effectiveness and radio has consistently proven to be doing a job. He emphasized that since the firm does not use any merchandising or point of sale display, in this instance radio not only serves as an advertising medium but also as a salesman.

Success Stories Cited

Mr. Shaw gave other case histories covering early morning and late at night shows, and participation programs as well as heavy spending and light spending, and successes covered networks, network stations and independent stations.

A three-fold key to television success was presented by Mr. Vrba, who discussed "TV Success Stories of Local Advertisers."

According to Mr. Vrba, success hinged on (1) need for the product, (2) right price, (3) adequate demonstration of the presentation.

A "re-examination of attitude" towards television was needed by agencymen, who didn't find television profitable, Mr. Vrba felt. They must become acquainted with a new group of suppliers and new techniques for the new medium in order to get sales results, he said.

One success story that bore these facts out, according to Mr. Vrba, was that of Stears Restaurant, Beverly Hills. In four months' time a weekly five-minute telecast interview at Stears had resulted in a 20% business increase [BROADCASTING, July 25]. Demonstration of a "sizzling steak" had brought customers in to see if it was "as good as it looked on television." And it is still drawing them in. Agency is California Adv., Los Angeles.

Another success story he cited was that of a merchandising campaign worked by Barbara Ann Bread on its *Hopalong Cassidy Show*. One announcement calling for members of a "Trooper's Club" resulted in 10,000 requests in the first three days; two announcements resulted in over 30,000 requests.

WINTER RADIO plans commanded conversation of station-agency-sponsor officials at recent dedication of new dining room in *Globe-Democrat* Tower Bldg. quarters of KWK St. Louis. At luncheon table are (l to r): George A. Volz and L. C. MacGlashan, account executive and vice president, respectively, Gardner Advertising Co.; Robert T. Convey, KWK president; Joe G. Wick, president, Old Judge Coffee Co., KWK advertisers; Jack Henderson, KWK account executive; Paul Lehner, Gardner account manager, and V. E. Carmichael, KWK vice president and commercial director. Coffee firm is one of station's oldest continuous advertisers, sponsoring St. Louis Browns baseball play-by-play and quarter-hour strip on Ed Wilson show.

'Business Is Good'

A BALTIMORE advertising and radio executive who started a "one-man anti-depression talk" campaign in Baltimore last month, added another convert to his cause last Thursday. Joseph Katz, head of Katz Agency, Baltimore and president of WWDC-AM-FM Washington, approached President Truman after the weekly White House press conference and pinned one of his "Business Is Good" lapel buttons on the chief executive. Mr. Katz has paid for and distributed more than 10,000 buttons. Commenting on his campaign, he said: "Business men are coming around to my way of thinking that state-of-mind has a lot to do with state-of-business."

RADIO IN AP

New Supply and Use Editors' Topic

THE PLACE of radio in supplying and using associated news—a topic of controversy within the wire service membership for years—will be a principal subject of discussion at the AP's Managing Editors Assn. annual meeting Nov. 2-5.

In a report to be submitted to the annual meeting, to be held at the Texas Hotel, Fort Worth, the managing editors radio committee has inquired into the effects of a 1946 change in AP by-laws that admitted radio stations to associate membership.

The committee admitted that in the past decade "some editors have disapproved strongly of AP activity in the radio field." Not all of them, it added, "have modified their views."

"Certainly a lot of us . . . are too far gone in newspapering ever to hear the broadcast of news yet unpublished without a feeling of discomfort that we had not hit the streets with it first," the report stated. "But we all know it is just futile petulance to let our pride magnify this scientific fact into a permanent grievance."

The committee reported it had sent a questionnaire to 424 editors regarding the effects of radio participation in AP. A tabulation of the 210 replies received is briefly outlined:

To the question as to whether they or other newspaper editors they knew of had withheld news from the AP for fear of premature release to radio members, 33 respondents said yes and 144 said no.

As to whether they had ever had an exclusive story developed by them transmitted by AP to radio stations which broadcast it before the paper could publish it, 37 editors said yes and 135 said no. The committee said, however, that there might be some broad interpretation of the meaning of "exclusive" in this connection by the editors.

According to AP rules spontaneous news stories must be given by AP members promptly although exclusive may be deferred. As to how many spontaneous stories the editors meant in the above response and how many were actually exclusive, the committee was not sure.

To a question: Can you cite any case where radio broadcasting of AP news has hurt a newspaper? 13 editors said yes and 155 said no.

The radio committee said that "television will introduce some new factors, and we are greatly interested in their development."

The AP board of directors reportedly has undertaken a review of television participation in AP and will report on this to the managing editors meeting.

FRAN WARREN and CLAUDE THORNHILL are welcomed into RCA's fast-growing "Thesaurus Family" by Thesaurus star TEX BENEKE...and more big names will soon arrive!

RCA recorded program services

RCA celebrates the addition of m

"FRAN WARREN SINGS"

Thesaurus unites the dramatic voice and personality of Fran Warren with the distinctive musical direction of Allen Roth . . . couples a warm, intimate vocal style with a matchless orchestral accompaniment . . . and comes up with a fifteen-minute program your advertiser will be proud to sponsor.

Allen Roth, noted maestro of radio & television.

FRAN WARREN SINGS is a local radio show, designed to appeal directly to your audience. Fran sings—songs old and new—for everyone, in a manner that assures every listener she is singing especially for him. Complete with original theme music and four opening and closing announcements in Fran's personalized style, FRAN WARREN SINGS is the vocal vehicle for your sponsor's advertising message.

Here are two exciting *New* Thesaurus features, drawn fr
Victor recording talent . . . wrapped in radio showmans
sale. The *New* Thesaurus brings you "the stars who ma
most-promoted, best-known to your listeners, easiest to

...e and more big-name performers ...o the "THESAURUS FAMILY"

"CLAUDE THORNHILL *presents* WIN A HOLIDAY"

CLAUDE THORNHILL

his Piano and his Orchestra
featuring
Russ McIntyre, Nancy Clayton, and The Snowflakes

A *new* Thesaurus star and a *new* program idea!

Here's a nationally-popular band, adding new laurels to an established success record. Built into an easy-to-sell program, Claude Thornhill's music —sweet and danceable—will capture and hold an audience for your advertiser. A fresh, youthful mood and polished musicianship are blended with an innovation in transcribed programming that assures you of additional profits.

HERE'S THE BIG IDEA...

"CLAUDE THORNHILL presents Win A Holiday" is a musical show with a local-national contest angle. Your listeners are invited to name an original, untitled piano melody played by Claude Thornhill, cued in each weekly script to Thesaurus subscribers.

Local contest winners, judged by you, receive a Claude Thornhill record album—in addition to any locally-offered prizes—and an opportunity to become the big monthly national winner selected by Claude Thornhill and his judges.

Winners receive:

- ★ **round trip to New York City**
- ★ **accommodations at the Statler Hotel**
- ★ **show and supper at Billy Rose's Diamond Horseshoe**
- ★ **tickets to a top Broadway show**

—all with the compliments of Thesaurus.

. . . The SNOWFLAKES

...n from the vast fund of RCA ...anship, designed for local ...o make the hits"... names ...t to sell in your market!

RCA recorded program services

You enjoy these programming advantages

ONLY WITH Thesaurus

1. Programming on a continuing basis. Every Thesaurus artist and group record enough selections, during the year, to provide an abundant supply of programming material for you.

2. Steady flow of weekly continuity and special shows. Your scripting problems are taken over by our staff of network-experienced writers.

3. Greater number of broadcast hours. Thesaurus features fill your needs for every time segment, day and night, with sure sales appeal for local sponsors.

4. Promotion that ensures commercial sales. You receive a sponsor-selling brochure, and an audience-building promotion kit, containing up-to-date, locally-slanted advertising and publicity material, with Thesaurus artists and groups.

* * *

These features make Thesaurus a unique programming service . . . a means whereby you can offer your *own* powerful, individualized program packages to local sponsors . . . spelling new talent profits for you.

RCA's great "new era in Thesaurus' can help you to *more* sponsored programming—more economically, more effectively, more profitably... Inquire now for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
Chicago • Hollywood

WMMJ OFF AIR

Asks 60 Days To Reorganize

WMMJ Peoria, Ill., 1 kw daytimer on 1020 kc, ceased operations at 5:15 p.m. Oct. 23 for a 60-day reorganization period. Local competitive situation with four other fulltime outlets was cited by WMMJ in requesting FCC permission to remain silent for the period.

The station's long pending application for fulltime operation on 970 kc was denied by the Commission last spring upon awarding the facility to Lincoln Broadcasting Co. for a new outlet at Springfield, Ill. WMMJ was affiliated with Mutual for 1½ years and a fulltime schedule would have given it a basic classification with that network.

W. J. Kutsch, president of Mid-State Broadcasting Co., WMMJ licensee, in a telegram to FCC said: "It has been necessary for WMMJ operating on daytime to compete with four fulltime stations. This highly competitive situation has placed a burden on the station which under the present organization it cannot operate. Plans are underway for retrenching and reorganizing in order to fulfill our service obligations to this community." Other station owners include C. L. Wilkins, William A. Parker, Chase Scully, Paul Hagerty and C. F. Salm.

FM COVERAGE

FCC Relaxes Requirements

MINIMUM coverage requirements for both Class A and B FM stations were ordered relaxed by FCC last week effective Nov. 30 in recognition of the "economic problems affecting FM broadcasting." FCC took final action on its proposal after receiving no adverse comments [BROADCASTING, Aug. 15].

At the same time the Commission also made final its proposal to establish the ratio of desired to undesired signal intensities for stations separated 400 and 600 kc. No adverse comments had been received here either.

In the first action the Commission also repealed its prohibition against assignment of Class A FM stations in central cities of metropolitan districts having four or more AM stations as "there appears to be no further need for this restriction." The minimum-coverage changes were said to mean little relaxation of requirements in the large metropolitan areas but would allow a substantial reduction in total area covered by outlets in smaller communities.

The minimum standard would be the existing engineering requirements with respect to minimum field intensities over the community, city or metropolitan district to be served, with the size of the community largely controlling. The change is accomplished by removing the minimum value of equivalent radiated power and antenna height.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
SEPTEMBER 18-24
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			(3,260)	(8.3)	(+0.9)
1	1	Lux Radio Theatre	9,388	23.9	+5.5
2	6	Godfrey's Talent Scouts	7,738	19.7	+5.4
3	2	Mr. Keen	7,071	18.0	+1.2
4	10	My Friend Irma	6,560	16.7	+3.3
5	3	Suspense	6,324	16.1	+0.5
6	4	F.B.I. in Peace and War	6,246	15.9	+0.7
7	20	Inner Sanctum	6,246	15.9	+4.8
8	5	Crime Photographer	5,971	15.2	+0.1
9		Jack Benny	5,814	14.8	
10	9	Mystery Theatre	5,735	14.6	+1.0
11	12	Mr. & Mrs. North	5,656	14.4	+1.6
12		Fibber McGee & Molly	5,656	14.4	
13	14	The Fat Man	5,578	14.2	+1.7
14		Walter Winchell	5,539	14.1	
15	25	Adv. of Sam Spade	5,499	14.0	+4.1
16	11	This is Your F.B.I.	5,381	13.7	+0.4
17	13	Hallmark Playhouse	5,303	13.5	+0.7
18	15	Dr. Christian	5,264	13.4	+1.2
19		Bob Hope	5,264	13.4	
20	33	Big Town	5,067	12.9	+3.9
EVENING, MULTI-WEEKLY Average for All Programs)			(2,200)	(5.6)	(+0.4)
1	1	Lone Ranger	3,889	9.9	+1.3
2	2	Counter-Spy	3,614	9.2	+1.0
3	4	Oxydol Show	3,260	8.3	+1.6
WEEKDAY (Average for All Programs)			(1,885)	(4.8)	(—0.3)
1	1	Arthur Godfrey (Liggett & Myers)	3,417	8.7	+0.7
2	4	Romance of Helen Trent	3,260	8.3	+0.7
3	13	Arthur Godfrey (Nabisco)	2,946	7.5	+0.6
4	6	Wendy Warren	2,828	7.2	—0.1
5	11	Aunt Jenny	2,828	7.2	+0.1
6	8	Ma Perkins	2,789	7.1	—0.1
7	7	Our Gal, Sunday	2,710	6.9	—0.3
8	10	My True Story (Libby)	2,710	6.9	—0.1
9	3	Pepper Young's Family	2,671	6.8	—0.9
10	17	Second Mrs. Burton	2,632	6.7	+0.2
11	2	Right to Happiness	2,632	6.7	—1.2
12	14	Young Widder Brown	2,632	6.7	—0.2
13	15	Guiding Light	2,593	6.6	—0.3
14	16	Perry Mason	2,553	6.5	—0.1
15	22	Big Sister	2,553	6.5	+0.3
DAY, SATURDAY (Average for All Programs)			(2,239)	(5.7)	(0.0)
1	2	Grand Central Station	3,889	9.9	+0.5
2	1	Armstrong Theatre	3,850	9.8	—0.5
3	3	Stars over Hollywood	3,575	9.1	—0.3
DAY, SUNDAY (Average for All Programs)			(1,336)	(3.4)	(+0.5)
1	1	True Detective Mysteries	3,692	9.4	+0.7
2		Shadow	3,692	9.4	
3	2	Martin Kane, Private Eye	3,260	8.3	+2.1

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

WJR REQUEST

Denied by Court of Appeals

WJR Detroit's request to clear the way for introduction before FCC of new evidence showing that it receives objectionable interference within its normally protected 100 microvolt contour from WCPS Tarboro, N. C., was denied last week by the U. S. Court of Appeals for the District of Columbia. Claim is based on new engineering study, WJR said.

Pending in the court is WJR's appeal from the initial FCC non-hearing grant of WCPS, 1 kw daytimer on 760 kc, the Detroit station's I-A clear channel. The case had reached the Supreme Court earlier this year and was remanded to the Court of Appeals in a ruling which had upheld FCC's right of discretion to grant or deny oral argument [BROADCASTING, June 13]. The lower court must now consider the merits of the WJR appeal, the station's claim that the WCPS grant constituted an indirect modification of its license in view of "objectionable" interference outside its normally protected contour.

BRUCE PALMER (r), WKY Oklahoma City news bureau director, accepts on behalf of Phillips Petroleum Co., the Oklahoma City Safety Council's "Yakoke" certificate of appreciation for the firm's cooperation in Oklahoma's public safety program during the last two years. Award is made by Dan Hollingsworth, council manager, who cited the effectiveness of safety reminders used on Mr. Palmer's *Oklahoma's Front Page* newscast for Phillips. "Yakoke" is a Choctaw Indian word meaning, "Thank you, with deepest appreciation."

KOB SALE PACT

FCC Waiver Requested

KOB Albuquerque and its former owner, the New Mexico College of Agriculture & Mechanic Arts, have jointly asked FCC to permit them to continue their contract whereby the college, when it sold the station, reserved broadcast time as part of the sales price.

To do otherwise, they argued, would run counter to a court decision which held the contract valid under the Communications Act and would "cut short a contract providing solely for educational broadcasting during good broadcast time, which the Commission has declared over and over again . . . must be encouraged to the fullest extent."

Their request was for a waiver, insofar as it might apply to them, of the Commission's rule requiring that previous station sales contracts involving the reservation of time be renegotiated to conform with certain standards including expiration of the time-reservation clause by Feb. 15, 1964.

The petition noted that the KOB-college contract was signed in 1936, giving the college, as part of the sales price, one hour's time daily for use "for educational purposes only and not for commercial or revenue producing purposes," for the life of the station. The contract was approved by FCC, and it was pointed out that the Commission did not make either KOB or the college a party to the subsequent proceeding which resulted in the time-reservation ban.

The petition also reported that KOB and the college had attempted to re-draw their contract to comply with FCC's rule but finally concluded that "this is impossible" because the rule "obviously assumes . . . that money in some amount is a substantial equivalent of the broadcast time to which the college is entitled under the agreement."

The petition was filed by Arthur W. Scharfeld, Washington attorney for the college, and the Washington law firm of Pierson & Ball for KOB.

SKYWAY DENIED

Court Upholds FCC Decision

FCC WAS UPHELD by U. S. Court of Appeals for District of Columbia last week as the court denied appeal by Skyway Broadcasting Corp., losing applicant for 1150 kc at Columbus, Ohio [BROADCASTING, Nov. 15, 1948, June 6]. No opinion accompanied the decision.

Skyway charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio. The Commission claimed that full hearing had been afforded and that the case was decided upon the Communications Act's requirement that radio facilities be equitably distributed.

DAYTIME GROUP Asks FCC for More Air Time

DAYTIME STATIONS licensed on Mexican 1-A channels asked FCC last week to let them operate from 4 a.m. Eastern Standard Time, "regardless of local sunrise time," to 7 p.m. EST or local sunset, "whichever is later."

They currently are limited to operation from local sunrise to local sunset, which, they noted, during winter months means sign-on at about 7:30 a.m. and sign-off in some instances as early as about 4:45 p.m.

The petition for a change in the rules was filed by Daytime Petitioners Assn., a group of stations on the six Mexican 1-A frequencies, through Leonard H. Marks, Washington attorney.

The petition noted that DPA has been waiting since last January for FCC action on its petition for unlimited hours of operation on the Mexican 1-A frequencies [BROADCASTING, Jan. 31]. Prompt action on the new request, DPA said, "will provide a measure of relief until such time as the Commission determines what action shall be taken" on the unlimited-hours petition.

DPA contended that limiting stations to operation between local sunrise and local sunset puts these outlets "at a competitive disadvantage with other broadcasting stations in their communities" and makes it difficult for them to present "a consistent, well-balanced program schedule."

It was also pointed out that FCC's rules permit certain daytime stations—but not those on Mexican 1-A's—to sign on at 4 a.m. even though a later sunrise time is specified in their licenses.

DPA said its requested revision of the rules (Sec. 3.6) can be achieved without a hearing and that it "would be in the public interest for the following reasons":

A uniform sign-on and sign-off time would enable daytime stations to present a consistent program schedule throughout the year.

During the late afternoon hours up to 7 p.m. it would be possible to present local news and other local features which in many instances could not otherwise be presented to the community.

Local special events could reach a maximum listening audience from 5 p.m. to 7 p.m.

Local public service announcements could reach a particular audience for which they are designed, as for example, announcements for school children or working men, otherwise unavailable to early daytime programs.

Local merchants would be able to present their advertising messages to a full family group.

The petition asserted further that "economic conditions have changed so that daytime stations are finding it much more difficult to operate at a profit. With a decrease in hours during the broadcast day, valuable revenue is lost."

As an example of the "inequities" of the present rule, the petition pointed out that late-afternoon programs built up during the summer months must be abandoned or re-scheduled during the winter, with resultant losses to both the sponsor and the station. Also, the petition noted, listeners in many small communities lose their only prompt source of local news when an early sign-off precludes a late-afternoon roundup.

Daytime use of the Mexican clears, FCC was reminded, was based on a U.S.-Mexican agreement which has expired. The frequencies involved are 730, 800, 900, 1050, 1220, and 1570 kc. Only U.S. stations using any of these channels fulltime are WGAR Cleveland (1220 kc) and WMGM New York (1050 kc). Approximately 106 daytime stations operate on the six channels.

STORE RADIO NAB Studies Development by FM

FM STATIONS have been quick to create a program format for store broadcasting that is suitable to home listeners and shoppers alike, because daytime audiences are almost identical in composition, according to a survey of the new medium by NAB's FM Dept.

Arthur Stringer, FM Dept. director, prepared the study with assistance of station managers, managements of store broadcasting operations and chain executives. NAB previously conducted a similar survey of transit radio.

Since FM store broadcasting is delivered simultaneously to home and store listeners, the necessity of distinct programming is a natural assumption, the report points out. To that end NAB sought the opinion of John V. L. Hogan, radio inventor and engineer, as to whether it would be possible to confine reception of store announcements to stores to the exclusion of FM homes.

Mr. Hogan felt it would be "technically feasible" to device a lockout system that would serve that purpose but advised that "to do the job properly might require a substantial amount of development engineering." It might even be possible, he stated, "to supply home sets with music while the store announcements are being broadcast."

The NAB report represents in considerable detail the work of Storecast Corp. of America, which pioneered with WEHS (FM) Chicago in its development. Storecast also operates with WKJF (FM) Pittsburgh and WMMW-FM Meriden, Conn., and expects shortly to convert its wired-music and announcement system in Philadelphia to FM.

Typical of the success stories was one involving National Tea Co., which has a working arrangement with WEHS' store broadcasting operation. Val S. Bauman, company sales manager, reported that "our Storecast advertising produces an increase in product sales of from 25% to 150%." He said the company maintains an accurate check between radio-equipped and non-radio-equipped stores.

Advance Recognized

According to Ken Pitkin, manager of WEHS' store broadcasting operation, Storecasting is rapidly becoming a "recognized advertising medium." Storecast Corp. is now serving some of the biggest food and allied manufacturers—products such as Maxwell House Coffee, Libby's Baby Foods, Swift's Meats for babies, Clapp's Baby Food, Pepsi-Cola, Old Gold Cigarettes, Coca Cola and others—in Chicago and other cities. About 100 different sponsors advertise some 200 items. Record of renewals is excellent, the report said.

When advantages of FM were quickly demonstrated in Chicago, overtures were made to WMMW-FM Meriden, nine miles from Hartford. Arrangements, which are similar to those for Chicago Storecast operation, call for plans contemplating 150 FM stores.

Also cited was Zenith's national campaign in New England to back sales of its FM receivers, with contests on Storecast programs. Seventy-five Zenith sets were awarded. In Storecast's "Royal Family" contest, there were gifts of paid-expense vacation and merchandise, including hardline goods and grocery products.

Philadelphia customers of 115 Acme super-markets also respond to music-surrounded suggestions to buy radio advertised products. In Philadelphia, however, leased telephone lines now link stores together, but the network is to be changed to FM operation soon. Storecast Corp. also runs Philly's store broadcasting operation. Sales in 25 Storecast Acme markets over comparable non-Storecast installations averaged a 94.3% increase during the period from September 1948 through January 1949.

Too little time has elapsed to produce a clear picture of store broadcasting in the Pittsburgh area, NAB's report finds, but preliminary findings indicate results on a par with those reported in other cities. But in Council Bluffs, Iowa, where KFMX dealt directly with Hinky Dinky Food chain, without benefit of a third party, 28 stores reach some 125,000 customers per week through Salescasting. Best sources of business are food brokers, with balance from agencies and manufacturers, KFMX reports.

In Chicago, customers, employes and management all like music served in 153 Jewel Food stores served by WMOR (FM), and what's more, about 700,000 persons make purchases each week in these stores. The combination augurs for "good business", a Jewel officer said.

Consumers Aid Inc., third party in the arrangement, also services, through WEAW Evanston, Ill., 52 Chicago area IGA outlets, and is expanding into the Detroit market through WJLB-FM.

Mr. Stringer was aided in the survey by Cecil Mastin, WNBF-FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Ray A. Furr, WIST Charlotte; Milton Greenebaum, WSAM-FM Saginaw, Mich.; William E. Ware, KFMX-FM Council Bluffs; Edward A. Wheeler, WEAW Evanston, Ill.

TRANSIT FM Favored by Citizen Groups, D. C. Hearing Finds

AN OVERWHELMING majority of Washington's citizens associations unanimously favor Transit FM service and the District of Columbia Police Dept. has found no evidence that radio-equipped vehicles are conducive to the accident rate.

That was the gist of hearings held last Thursday by the D. C. Public Utilities Commission, which has set out to determine whether the system conforms to the "public safety, convenience and comfort."

Bulk of the opening testimony was given by 27 citizens groups, representatives of the police force and PUC engineering division, and a host of individuals who felt the service imposed on their comfort.

Twenty-four of the 27 citizens groups approved the service through resolutions, with 12 actually present to offer their views. None of the three associations which oppose musically-soothed rides appeared before PUC.

The Police Dept. said its check revealed no evidence Transit FM would impair, under "normal circumstances," the operation of bus and street car operators. An engineer of the Commission said he felt there is no relation between the public accident rate and the radio installations now in 65 busses and 148 street cars.

EXTRA LISTENERS

WNEW Promotes Pulse Data

WNEW New York last week began a slam-bang sales campaign based on new concepts of total audience size derived from Pulse Inc. studies of out-of-home listening in New York. "It's about time that radio counted the entire house," is the theme of the station's campaign.

WNEW, first subscriber to the quarterly Pulse out-of-home survey begun last August, pointed out that the impressive numbers of listeners found outside their own homes increased by a whopping figure the total audience. Because of Pulse measurement techniques, the at-home audience and out-of-home audience figures can be combined and the figures projected to total population, the station said.

The Pulse August survey showed that one out of every four New Yorkers listened out-of-home on the average weekday—a daily audience of more than 2,750,000; that on Saturdays the out-of-home audience was more than 2,000,000; that on Sundays it swelled to more than 3,280,000. The figures were obtained by projection to the 11,202,100 inhabitants seven years of age and older in 10 counties of The New York metropolitan area.

Add the out-of-home audience to the at-home audience, and the total audience is beyond the time salesman's wildest dreams. "In effect," WNEW said, "the radio stations in New York have been giving their advertisers a huge bonus. . . . Radio has always been fabulously low in cost in number of people reached at home per dollar. The fact is that radio's actual audience is considerably larger and its cost is considerably lower than it's being given credit for. It is high time for radio to claim full credit for its total audience—out-of-home as well as at-home."

In a comprehensive promotion booklet based on Pulse figures, the station showed comparisons between the out-of-home and at-home audience as to size, number of listeners per set, and other factors.

The Pulse figures are expected by WNEW not only to provide sure-fire sales ammunition but also to be of value in programming. The out-of-home audience does not seem to respond to programs exactly as does the at-home audience. Proof of this was indicated in one period on Sunday evening in which WNEW's out-of-home audience was more than three times the size of its at-home audience.

WNYC DENIED

FCC Refuses 2d Election Plea

WNYC, New York's municipally-owned station, for a second time was denied special temporary authority by FCC last week to broadcast local election returns after its normal sign-off time of 10 p.m. on Nov. 8. Comr. Frieda B. Hennock again issued a strong dissent.

In again turning down the station's bid for waiver of the rule prohibiting such operation, as it did a year ago [BROADCASTING, Nov. 1, 1948], the Commission majority indicated that if it made an exception for WNYC "there would be no reason for refusing to grant waivers in any other number of cases and thus the purpose [of the ban] would be defeated."

Comr. Hennock, pointing out that WNYC utilizes the police and Board of Election facilities to provide such service that commercial stations cannot offer, stated in part:

> It is on election day that the people of this nation fulfill their greatest duty as citizens. No service that broadcasting can render could be more important than complete coverage of this uniquely democratic institution. This Commission has recognized the value of such service by granting this very station special authority to broadcast election returns on election night for many years prior to the last election . . . services such as these are too valuable to be lost because of complete inflexibility of administrative rules.

NEWS CLINIC

Stress On Local Reports

STRESS on good local news coverage highlighted speeches made at the Radio News Clinic, sponsored jointly by the Illinois Broadcasters Assn. and the School of Journalism at the U. of Illinois, held Oct. 25 at Allerton Park near Monticello. Featured speaker was Dr. Wilbur Schram, director of the Institute of Communications Research at the U. of Illinois, who summarized research in newscast listening.

Other speakers at the one-day session included:

Laverne Waltman, WLP LaSalle news editor; Arthur F. Stringer, NAB, on "The News Director and the Cash Register"; Prof. Donald E. Brown, of the U. of Illinois, reporting on newscast sampling by students; Dick Faler, WTAD Quincy news director, on local news sources; Jim Bormann, WMT Cedar Rapids Iowa, news director, on handling of correspondents; Glen Farrington, WTAX Springfield program director, on tape recording; Dr. Frederick S. Siebert, Director of School of Journalism, U. of Illinois, on legal problems for the newsman and Dick Oberlin, WHAS Louisville, Ky., news director, who discussed editorializing on the air.

Presiding at clinic sessions were Merrill Lindsay, WSOY Decatur and president of Illinois Broadcasters Assn., and Frank E. Schooley, assistant journalism professor, U. of Illinois.

'Voice' Booster

THE State Dept. has put into operation in Munich, Germany, a new 150 kw transmitter, developed by RCA International Div., for high power, medium frequency broadcasting. The government hopes, with the new equipment, to augment existing facilities to carry Voice of America programs deeper into eastern Europe and Russia.

CONTRACTING for new KDKA Pittsburgh musical show *Welcome Aboard* are (seated) Pres. Lou Koenig of Duquesne Brewing Co., sponsor; standing (l to r), Walter Benoit, Westinghouse v.p.; Vic Maitland, Walker & Downing acct. executive; George D. Tons, KDKA sales mgr., and KDKA Gen. Mgr. Joseph E. Baudino.

THE Stroh Brewing Co. will sponsor the 35 telecasts of the Detroit Red Wings home hockey games over WWJ-TV Detroit. The contract is made official by (l to r): Jack Adams, manager of the Detroit Red Wings; Walter F. Zimmer, Zimmer-Keller Inc. agency; Robert T. Schlinkert, WWJ-TV.

ROBERT BURR (seated l), mgr. of American Bakeries in Miami, smiles with Lee Ruwitch, WTVJ (TV) Miami gen. mgr., over three-year contract to sponsor the *Lone Ranger* series on WTVJ. Standing (l to r) are WTVJ Sales Mgr. Harold Batchelder and American Bakeries Sales Mgr. J. Arthur Browning.

ARRANGING contract for WJPS Evansville, Ind., *The D-X News* for 52 weeks are (seated) Dale C. Rogers, Mid-Continent Petroleum Corp. (sponsor) advertising, sales prom. mgr.; standing (l to r), WJPS Gen. Mgr. Robert J. McIntosh; WJPS D-X Newscaster George C. Compton; N. B. Ingram, Mid-Continent.

CONTRACTING for KSL Salt Lake City's *This Business of Farming* (l to r): C. Richard Evans, KSL gen. mgr.; Mickey Buchman, Axelson Agency acct. exec.; Nelson W. Aldrich, public relations dir., Kennecott Copper Corp. Utah Div.

RENEWING MJB Co., San Francisco, 52 weeks participating sponsorship of *It's a Neat Trick* on KTSL (TV) Hollywood are (l to r) Bob Hoag, KTSL sales mgr.; Ray Viani, MJB Co. sales mgr.; Eddie Silverman, star of show.

Editorial

Class 'Q' Time

"Perhaps today's dollar is more important than future stability."

IN that laconic line, Linnea Nelson, chief time-buyer of J. Walter Thompson Co., summed up her appraisal of the snow-balling trend toward more and more "per inquiry" business in radio, and to its bad-business companion, rate-cutting. Because the P. I. practice has become more widespread, the American Assn. of Advertising Agencies has found it expedient to notify its membership of its availability. The story was told, with no holds barred, by Miss Nelson in BROADCASTING's Oct. 24 issue.

The P. I. is based on mail pull. The station is paid a percentage of the total sales, in lieu of its card rate. Reputable newspapers and magazines outlawed this barter method years ago. The result is that few advertisers dare approach reputable publications with such propositions.

A station's time is worth an established rate, or it isn't. Radio has had a tough enough battle establishing ethical standards. The influx of new stations, and the sale of time on a catch-as-catch-can basis hasn't eased the problem.

Mail pull is a factor in establishing audience. Rates are based on circulation and coverage, and program popularity. These constitute basic standards. To sell on any other basis destroys the integrity of the rate-card.

We hope that everyone who has anything to do with the buying and selling of time will heed Miss Nelson's words. The swiftest means of undermining confidence in the media is to introduce cut-throat competition without regard to established rates.

Other-than-rate-card business exists only because there are stations that accept it. Agencies obviously must protect their clients' best interests by insisting upon a rate no higher than anyone else pays for similar time.

Time was when some stations sold time for anything they could get, including due-bills on merchandise. Those were the trading post days. Then radio, in its evolutionary business development, acquired standardized rate structures, standard order blanks and standards of business practice, commonly called the Code.

Times and conditions and competition change. Business ethics do not.

Radio's Thanksgiving

MUCH that is good and efficient in the modern era is taken for granted by 150 million Americans, and radio naturally gets its share of this treatment. But each November broadcasters lock arms, lay aside innate modesty and join in an inspired effort to tell the public the facts behind 80 million loudspeakers (and now 3 million kinescopes).

Although the annual "week" idea has been overworked, National Radio & Television Week has developed in three short years into a potent weapon for advancement of the radio arts. By the very nature of their service, broadcasters are able to bring their story to the public with great impact and frequency. Modesty and discretion have been employed indirectly to sell the public on the virtues of radio by the American Plan of free competitive enterprise.

Centerpiece of the broadcasting "week" setting it apart from the scores of others featured throughout the year is the Voice of Democracy contest. Some 250,000 high school students competed last year, tenfold increase over the original contest in 1947. The number will multiply again this year. Thus America's youth is learning the benefits of freedom in a competition that carries the blessings of the U. S. Office of Education, Federal Security Agency, and the U. S. Junior Chamber of Commerce.

The benefits are mutual. Broadcasters and all private enterprise benefit from any effort that promotes free government. The youth of America benefit from participation in a contest that develops forensic talents and literary skill. More important, the nation's younger segment gets a dramatic and effective lesson in what makes democracy tick and, incidentally, what makes American radio best.

Move Over, Sam!

FCC, which instinctively jumps when Congress moves, can join all private radio in looking with pleasure to the latest investigation on foot on Capitol Hill. We refer to the effort of the Senate Interstate and Foreign Commerce Committee's communications subcommittee to accomplish a fairer division of the spectrum between government and non-government users [BROADCASTING, Oct. 17].

The evil of the existing situation, as we have said repeatedly, lies not only in the dictatorial methods employed by the ether hogs of government, but in the system itself. For the system permits government agencies, of which the military services are notable spectrum squatters, to commandeer great chunks of space almost at will. This is accomplished through the Interdepartment Radio Advisory Committee (IRAC), which "recommends" to the President. What's left goes, through FCC, to private users—broadcasters, safety and special services, and the like.

The least that should be done is to require government, as private applicants are required, to justify their frequency demands in the light of public interest. In his announcement of plans for the investigation Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, showed an encouraging sensitivity to that fact.

"FCC," he added, "cannot allocate what it does not have."

Television is a notable example. Experts say a few extra channels in the neighborhood of the present 12 could effectively satisfy demand for the immediate future, calm the furore over the opening of the UHF region, and allow television to progress normally and evenly.

Such a development would be a godsend to a Commission already harried beyond its expectations by the turn and temper of the color TV fight. What started out as a three-week look-see at color has turned into an all-Fall and Winter project, and consideration of equally important questions—such as UHF, revision of black-and-white standards, and lifting of the freeze—must be pushed back accordingly.

A few channels wrested from government non-use certainly would shorten by that much the wrangling which otherwise is in store. The needs of other vital services could be served more adequately, and, above all, the principle of fair-sharing would replace the squatters tactics currently employed by government.

Sen. McFarland deserves the support of all private users and of the FCC, and if a little head-knocking is needed to convert the government services, he has our support on that, too.

Our Respects To—

RUSSELL WILLARD TOLG

ELEVEN years of video-dreaming and waiting for the miracle medium to "arrive" have finally been resolved into reality for Russell Willard Tolg, radio and television director of Batten, Barton, Durstine and Osborn, Chicago. In 1938, when TV was still being explored in the experimental laboratories, Mr. Tolg avidly studied sparse literature detailing it, daydreamed of its potential and made predictions about its potency and application.

This preoccupation began when he was continuity chief and sales promotion manager in the radio department of the *Milwaukee Journal*, working under Walter Damm, then director of the *Journal's* promotion department and now vice president in charge of radio for the *Journal* stations, WTMJ-AM-FM-TV.

Russ Tolg had worked at the *Journal* since 1928, when he was hired for promotion by a "patient and understanding copy chief." With no previous copy experience, his sales copy on pianos and perfumes was necessarily "fresh and original," and sometimes that was the *only* merit, as Mr. Tolg cheerfully admits today. Practice later developed his special talent for intangible and institutional copy.

Although he was intrigued with advertising during high school days at Waukesha, Wis., where he was born March 2, 1908, Mr. Tolg had even longer been absorbed in writing and literature. In grammar school, between basketball practice sessions at the local "Y," he developed an enthusiam for reading everything from "the Rover Boys to the classics." From high school through Carroll College and the U. of Wisconsin he continued to study writing techniques, adapting them as editor of school papers. At Carroll, although straddling a fence between advertising and law, law took the edge. Hopes of courtroom histrionics were fostered by successful debating of pros and cons on such subjects as capital punishment, the League of Nations and dollar imperialism. Debate and speech work gave him common ground for friendship with current movie stars Fred MacMurray and Dennis Morgan, the latter "jerked sodas in our favorite candy store" and later was a fellow-employe and singer-announcer at WTMJ while Mr. Tolg was writing copy.

After two years at Carroll, and another at Wisconsin, young Mr. Tolg chose to test his aptitude for law. He worked for an attorney in nearby Lake Mills, arriving each morning at 8 to placate legally-entangled farmers, who were impatiently awaiting the arrival of his late-rising boss. By mid-afternoon, he usually

(Continued on page 42)

BUY WITH

...and get a big money's worth!

STATION	HOOPER SHARE OF AUDIENCE*	WHAT YOU PAY**
WITH √	15.2 √	$16 √
A	15.0	$70
B	19.8	$55
C	8.7	$30
D	17.2	$50

*Total rated time periods, August-September, 1949.

**This column shows the rates for a 125-word spot announcement, Class A, one time. (Standard Rate & Data Service.)

As these figures show, the best buy in Baltimore is WITH. Call in your Headley-Reed man and get the whole WITH story.

WITH

BALTIMORE
MARYLAND

TOM TINSLEY, *President*
HEADLEY-REED, *Representatives*

Political Problem

PROTEST against tactics used by high political figures to obtain time on stations was voiced by Pennsylvania broadcasters at the NAB District 3 meeting at Skytop, Pa. Top-level office holders have threatened to get stations in wrong with the FCC if they failed to carry obviously political broadcasts on a public service basis, it was declared. Stations were advised to stand up for their rights although it was pointed out that situations of this sort often have public relations angles.

NAB District 3

(Continued from page 25)

substituted for Mr. Doherty during his absence in Geneva.

Full cooperation of district broadcasters in the 1950 U. S. census was pledged. Another resolution called for continued operatiton of a TV department in NAB on a level with AM and FM.

Director Coleman was thanked for his organization of the convention and selection of the mountain lodge as a meeting site.

A resolution new to the present district meeting series called on member stations to promote NAB by use of station breaks mentioning the station is a member of the NAB, and advocated preparation of a membership plaque.

The resolutions committee was headed by C. J. Moss, WLPR Bloomsburg, Pa. Other members were Gordon Gray, WIP Philadelphia, and George Joy, WRAK Williamsport, Pa.

Dr. Baker explained progress of the second nationwide coverage project to appear within a few weeks. He predicted the figures on three or more time listening per week will prove most useful in meeting competition of other media. He showed a series of hand-tabulated maps typical of the second study.

Smith Presides

Frank Smith, WBVP Beaver Falls, Pa., District 3 employe-employer relations chairman, presided at the labor meeting at which Charles H. Tower, assistant director of NAB's Labor Dept., was principal speaker. Mr. Smith paid tribute to Richard P. Doherty, department director, who was chosen as one of the two representatives of American industry at the International Labor Organization meeting in Geneva, Switzerland.

Mr. Tower discussed station operating costs, including technical, programming and selling operations. He presented NAB's economic studies, which he said provided broadcasters with yardsticks for comparative cost analysis. He reminded that most station labor costs do not vary directly with business volume, as is the case in most industries. At the end of his talk he conducted a question-answer forum.

WAGA-AM-FM-TV Atlanta, Ga., receives exclusive television and radio rights to the baseball games of the Atlanta Crackers for five years. Completing the agreement are (l to r) James E. Bailey, managing director of WAGA-AM-FM; George Storer Jr., managing director of WAGA-TV, and Earl Mann, president of the Atlanta Crackers, member of the Southern Assn. Mr. Storer said acquisition of the baseball games was an extension of the station's policy toward a complete service to sports fans.

Clair McCollough, WGAL Lancaster, Pa., director-at-large for small stations, introduced Judge Miller at the Wednesday afternoon session. As at previous meetings the NAB president reviewed the recent NAB reorganization and gave a general analysis of problems facing the industry.

Following Judge Miller's review, Mr. Haverlin told of the industry-operated bureau's improved position in the popular field and said several new publishers had joined the fold.

Mr. Haverlin said BMI is sending out a new categorical index of 4,000 popular and standard compositions, classified and cross-indexed according to title value and lyric content, rhythm and music type. The index is primarily designed to meet the needs for scene-setting songs or appropriate background-ing music. Some 250 categories, all recorded, are listed.

Kolin Hager, SESAC, referred to that copyright bureau's recent expansion in the popular field, and cited continuity and program services provided broadcasters.

Ed Darlington, WCNR Bloomsburg, Pa., chairman of the district's Unaffiliated Stations Committee, presided at the Wednesday evening dinner meeting.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, took over the Thursday session for the "Mitch's Pitch" that has high spotted this year's district meetings. Pulling no punches, Mr. Mitchell told broadcasters they were missing important chances to get a larger share of the total advertising dollar and then advised them how to go out and get it.

J. Robert Gulick, WGAL Lancaster, Pa., presided at the all-day meeting as District 3 sales managers chairman.

Mr. Mitchell said current industry rate and per inquiry practices, including quotation of local rates to local dealers in national business, are responsible for the frank comment by Linnea J. Nelson, chief timebuyer of J. Walter Thompson Co., in the Oct. 24 BROADCASTING.

SMITH ELECTED

Heads Pa. Broadcasters

FRANK R. SMITH, WBVP Beaver Falls, Pa., was elected president of the Pennsylvania Assn. of Broadcasters at a meeting held Thursday after the NAB District 3 meeting at Skytop, Pa. He succeeds George D. Coleman, WGBI Scranton, who was not a candidate for re-election.

Other officers elected were C. G. Moss, WLTR Bloomsburg, vice president; David J. Bennett Jr., WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer.

Directors elected were Leonard Kapner, WCAE Pittsburgh; Gordon Gray, WIP Philadelphia; Clair R. McCollough, WGAL Lancaster; J. S. Booth, WCHA Chambersburg; Victor C. Diehm, WAZL Hazelton; W. K. Ulerich, WCPA Clearfield; David M. Baltimore, WBRE Wilkes-Barre.

The association decided to investigate legislative proposals to erect a master FM educational station operated by the state, described as the first step toward state operation of stations.

Skytop Registration

Addison Amor, RCA Thesaurus; Edward L. Anderson, WEST; James Appel, WGAL; Kenneth H. Baker, NAB; David M. Baltimore and Louis G. Baltimore, WBRE; Dolly Banks and William A. Banks, WHAT and WINX; J. Frank Beatty, BROADCASTING; David J. Bennett Jr., WKBO; Harry Bergkamp, ASCAP; Stanley Binkoski, WISL; John S. Booth, WCHA; John O. Border, WNOW; Paul M. Breining, AP.

T. K. Cassel, WCHA; Joseph E. Cavanaugh, WARD; Clifford M. Chafey, WEEU; George D. Coleman, and John S. Crego, WGBI; K. Richard Creitz, WEEU; Roy Danish, MBS; Mr. and Mrs. Ed. Darlington, WCNR; H. E. Dougherty, WNOW; Victor C. Diehm, WAZL; Nat. V. Donato, C. P. McGregor Inc.; W. Ward Dorrell, C. E. Hooper Inc.; Ross Downing, UP; Robert L. Dreher, Robert Meeker Assoc.; C. B. Engelke, UP; Lester P. Etter, WLBR; Jones Evans, WHWZ; Richard G. Evans, WIZZ; Mr. and Mrs. Robert R. Eyerly, WCNR.

Jim Flenniken, Capitol Transcriptions; Frank B. Foster, WNAE; F. X. Gallagher, WILM; Raymond A. Gaul, WRAW; Murray L. Goldsborough, WNOW; Gordon Gray, WIP; Raymond S. Green, WFLN; J. Robert Gulick, WGAL WGAL-TV; Kolin Hager, SESAC; Elton Hall, WVPO; Carl Haverlin, BMI; E. B. Hawkins, WILM; J. Howett, WRAW; George E. Joy, WRAK; Kathryn E. Kahler, WAZL; Leonard Kapner, WCAE; Bob Keller, Robert S. Keller Inc.; Milton Laughton, WHWL; Win Levi, BROADCASTING; E. E. Lyford, NBC.

Grace MacKenzie, WGBI; G. Emerson Markham, NAB; J. E. Mathiot, WGAL; R. E. McDowell, WGBI; Clair R. McCollough, WGAL; Robert Meeker, Robert Meeker Assoc.; Mrs. M. E. Megargee, and Madge A. Megargee, WGBI; Alethea Mattern, WMAJ; Tom Metzger, WMRF; L. Waters Milbourne, WCAO; Clare I. Miller, WORK; Harold E. Miller, WGAL WGAL-TV; Walter O. Miller, WGAL-TV; Maurice B. Mitchell, BAB; Roy E. Morgan, WILK; Bob Morrison, World Library; Louis J. F. Moore, Robert Meeker Assoc.; C. G. Moss, WLTR; James Murray, KQV; Louis H. Murray, WPAM; Jack Nedell, WGBI; Robert Nelson, WARD; David Newborg, RCA Victor; Tom O'Neil, AP; Lloyd O. Nicely, WEST; Mr. and Mrs. John J. O'Connell, Associated Program Service.

Lin Pattee, BMI; Mr. and Mrs. Paul F. Peter, Frazier & Peter; Charles R. Petrie, WISL; George J. Podeyn, WHIB; David Potter, and James W. Potter, WNAE; Philip J. Reilly, WLBR; Robert M. Richmond, WCAO; A. Boyd Siegel, WJPA; Julian Skinnel, WLBR; Mr. and Mrs. Frank R. Smith, WBVP; Joseph H. Snyder and Frank M. Stearns, AP; Hoyt H. Stout, WMGW; Leroy K. Strine, WORK.

Frank Tamulonis, WPAM; W. J. Thomas, WCPA; A. V. Tidmore, WPPA; Charles H. Tower, NAB; Thomas Tinseey, WITH; Thomas A. Tito, WAZL; William K. Ulerich, WCPA; J. Gorman Walsh, WDEL; Pierre Weiss, Langworth; David R. Williams, Standard Radio; Lowell Williams, WNOW; Mr. and Mrs. Thomas W. Wilson, attorney, Washington, D. C.

Late Registrations

Frank R. Collie, WGPA; E. J. Fitzsimmons, Weed & Co.; L. W. Haeseler, RCA Victor Div.; Herbert Kendrick, WHGB; Daniel Lanshe, WGPA; Edward Miller, RCA; Homer R. Smith, WKOK; Rodney Snyder, WGPA.

Pa., Del. AP Meet

ASSOCIATED PRESS member stations in Pennsylvania and Delaware held a joint meeting Wednesday at Skytop, Pa., during the two-day NAB District 3 sessions. Tom O'Neil, AP radio news editor, spoke briefly on the association's service to stations, and subscribers joined in a discussion of local news coverage. George Coleman, WGBI Scranton, Pa., named Ed Darlington, WCNR Bloomsburg, Pa., chairman of a committee to select a place and site for the annual AP area meeting.

CAA AUTHORITY

Assuming Role Of FCC?

THE QUESTION of jurisdiction over broadcast antenna structures—whether there is a conflict between FCC and CAA authority, or whether they have concurrent jurisdiction—was raised in letters sent to the Commission and the aeronautics agency fortnight ago.

Core of the question is CAA's practice of sending certain FCC grantees a set of forms to be filled out and filed, including one called an "application."

Arthur W. Scharfeld, Washington radio attorney who raised the question, wrote CAA that "it has been my opinion that the Commission has exclusive authority to license radio broadcasting stations and I am therefore at a loss to determine the basis for the jurisdiction now being assumed by the CAA." He sent a copy of his letter to FCC.

He said he was writing on behalf of a station which had been requested by CAA to file the CAA forms "because it was contemplating construction of a new antenna structure pursuant to authority of the FCC." CAA authorities maintained the procedure had been followed by CAA in certain antenna cases for years.

In official reply to Mr. Scharfeld's letter, CAA Acting General Counsel Robert P. Boyle neither claimed nor denied that broadcasters are required to file the "application," but cited the Civil Aeronautics Act as the authority under which it is sent out. He also cited the Act as requiring "all persons to give adequate public notice, in the form and manner prescribed by the Administrator, of the construction or alteration, or of the proposed construction or alteration, of any structure along or near the civil airways where notice will promote safety in air commerce."

FCC's consistent position has been that FCC has sole authority in the licensing of broadcasting stations, even though it refers applicants' antenna proposals to the CAA for advisory opinions or clearance. On this basis authorities felt CAA has no power to compel the filing of additional material after FCC has made a final grant.

Mr. Scharfeld noted that two CAA forms were involved. One (ACA 117) is entitled "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas." He said it indicated "that the penalty for failure to comply with the regulations of the Administrator of Civil Aeronautics is a possible fine of $500."

The other form (ACA 114) is entitled "Application for Rating of Air Navigation Facility and Lawful Authority to Operate a 'True Light'." Mr. Scharfeld said it "calls for certain information with respect to lighting the structure and at the same time constitutes a voluntary request by the station for an Air Navigation Facility Certificate."

Mr. Scharfeld wrote CAA that "my client and myself are desirous of cooperating with the CAA as well as with other agencies of government in the furnishing of information or in any other ways that may seem helpful, but the filing of any document which might subject the station to a fine or which might serve to place it voluntarily under the jurisdiction of an agency other than the FCC is not a perfunctory act. . . ."

He said he "would therefore deeply appreciate it if you would inform me of the legal basis for requiring that the aforementioned notice and application be signed under oath and filed with the CAA prior to commencement of any construction work."

He told FCC that he felt the question involved "a matter of deep concern to the Commission as the regulatory authority over broadcast stations." He continued: "If the Commission should decide to take any steps in connection therewith, I would appreciate being so advised in order that a determination may be reached as to whether or not there should be submission to the jurisdiction of the CAA."

Spokesmen for the aeronautics agency told BROADCASTING that CAA for years had followed a policy of sending such forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. The purpose, they said, is to permit CAA to certify the lights as an air navigation facility which pilots can rely upon in flight.

Once certified, they noted, the lights may not be turned out without CAA approval. They conceded, however, that FCC itself requires that the towers be kept properly lighted.

They denied that the forms involved any attempt to assume jurisdiction from the FCC, and said a total of 2,671 such certificates had been issued for radio towers of all types, including broadcasting.

WARL Featured

SUBURBAN Washington station, WARL Arlington, Va., is featured in "March of Time" movie short about Arlington's public school system currently being exhibited. The movie shows how community cooperation can be effectively employed to advance such public projects as improving school conditions. The manner in which the local station takes part is shown in WARL, which since its inception in 1946 has given the Citizens Committee for School Improvement a quarter-hour each Saturday morning in addition to other promotion.

Upcoming

NAB DISTRICT MEETINGS

Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

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Oct. 29-Nov. 5: Canadian National Radio Week.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 3-4: Florida Assn. of Broadcasters, Sarasota, Fla.
Nov. 4: AFA 5th District, Indianapolis, Ind.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 5-6: AWB Dist. 2, Hotel Astor, New York.
Nov. 9: AFM-AGVA Trial, New York Supreme Court, New York.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Statler Hotel, Cleveland.
Nov. 11-13: Southwest Assn. of Advertising Agencies, Tulsa Hotel, Tulsa, Okla.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.
Jan. 9-13: NRDGA 39th annual convention, Hotel Statler, New York.

VETERANS active in radio, advertising and publishing in San Francisco Bay Area have organized their own professional chapter of American Veterans Committee.

IBEW-WBT CASE

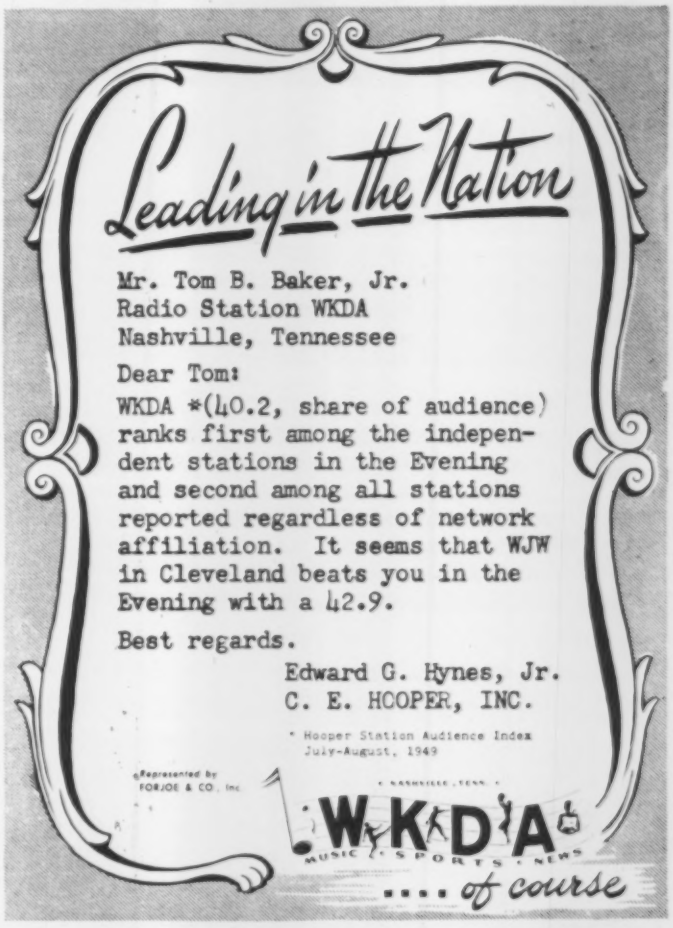
Union Circulates Handbills

CHARGES and counter-charges continued to fly last week in the nearly two-months old dispute between the IBEW and WBT Charlotte, N. C. The latest union move was the circulation in the WBT area of handbills accusing the station of discharging 10 technicians "without just cause" and refusing to arbitrate the matter.

WBT, in its behalf, stated the matter should be handled judiciously within the NLRB. Charles H. Crutchfield, WBT vice president and general manager, said the station "does not want to get into a word battle" and that its position was made clear in a letter circulated to its clients [BROADCASTING, Oct. 17]. The station says it is insisting in negotiations with the union on the right to decide if an employe's services are unsatisfactory.

Dolcin Answers

DOLCIN Corp., New York, maker of a medicinal preparation, has denied charges of false advertising brought by Federal Trade Commission. Its officer-directors admitted the broadcast of advertising specified in the complaint but denied the representations were false and misleading. Answer denied virtually all other allegations made by FTC.


Leading in the Nation
Mr. Tom B. Baker, Jr.
Radio Station WKDA
Nashville, Tennessee
Dear Tom:
WKDA *(40.2, share of audience) ranks first among the independent stations in the Evening and second among all stations reported regardless of network affiliation. It seems that WJW in Cleveland beats you in the Evening with a 42.9.
Best regards.
Edward G. Hynes, Jr.
C. E. HOOPER, INC.
* Hooper Station Audience Index July-August, 1949
Represented by FORJOE & CO., Inc.
WKDA
MUSIC • SPORTS • NEWS
.... of course